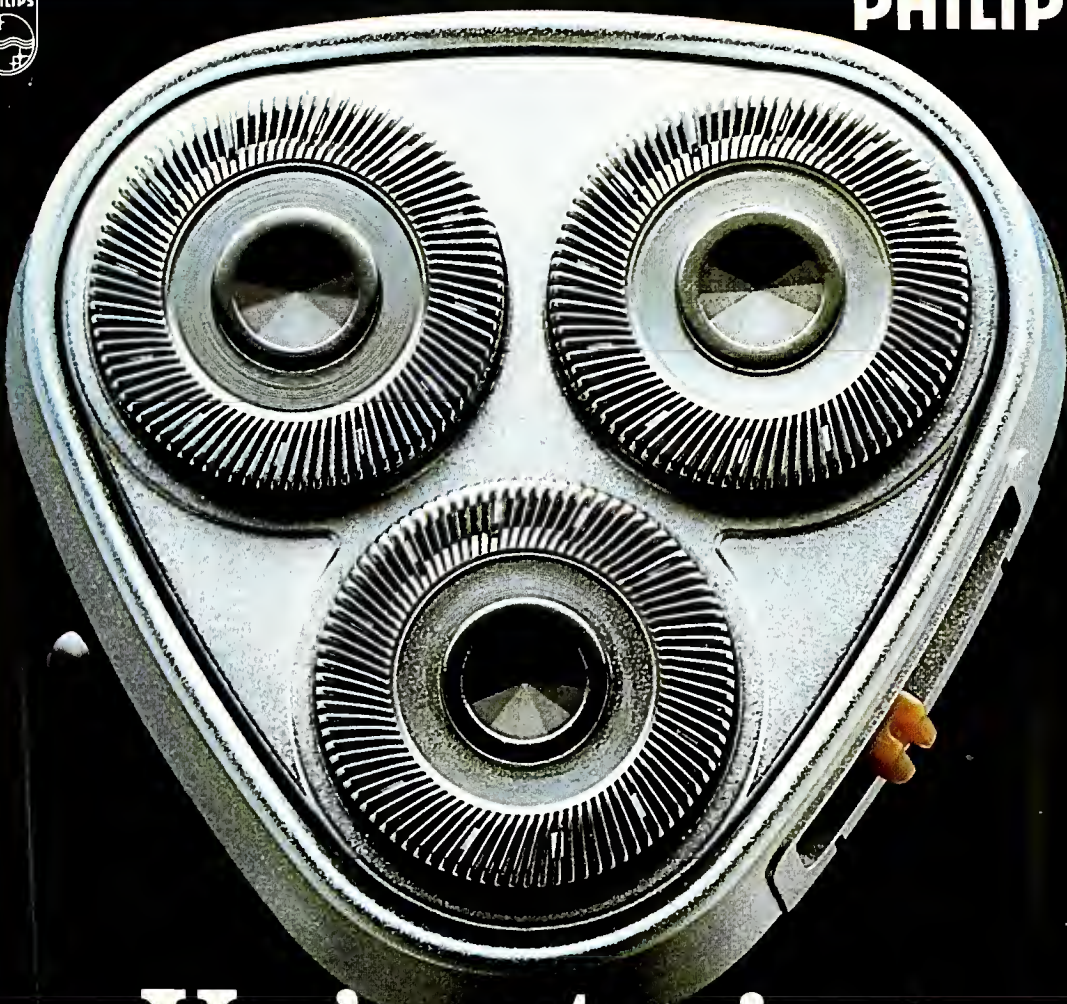


# CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST



**PHILIPS**



## You're staring success in the face.

Our features have long dominated the dry shaver market.

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One reason for this continued success is the amount we spend on advertising.

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Simply years ahead



## Wholesaling: services and the future

SPECIAL SUPPLEMENT

## Discounting suspended for five months: £4.5m rebate for contractors

## A mail order camera on test



\*Manufacturer's recommended RSP

- \*New squeeze pack with eye-catching shape.
- \*Big introductory discount.
- \*Available in all 4 fragrances.
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Body Mist is the complete range of anti-perspirants offering everything your customers want. Always good value, Body Mist's new squeeze pack is even better value.

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TOILETRIES**

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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

September 9 1978

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9 September 1978

## COMMENT

### Stop the bickering

It is probably no fault of the Post Office, but the extent of wire-crossing between West Glamorgan and Rickmansworth—not to mention within the region itself—is nothing short of catastrophic. As W. Glamorgan LPC and the Pharmaceutical Services Negotiating Committee move from disaster to disaster, the uncommitted observer is tempted to suggest that PSNC ought to be seeking “arbitration” on a second front, quite apart from its main preoccupation with chemists’ remuneration. The obvious reply to that suggestion is, of course, that the arbitrators already exist and are on the spot—they are the W. Glamorgan contractors themselves.

Clearly it is in everyone’s interest that the contractors should meet—all of them, not the mere handful apart from the local committee who put in an appearance at the Sunday meeting on July 23. The LPC has talked about calling in a union, ASTMS, to negotiate their remuneration directly with the FPC (C&D August 12, p241), so perhaps contractors should remember that many unions are in the habit of calling *mandatory* meetings of members when matters of consequence are under discussion. But surely, when it is their interest, their futures, and their money, that are being discussed, there should be no hesitation about making time to attend.

Yet even the process of calling a meeting has caused bitterness. The LPC seems to feel that it fulfilled its duty in that direction by holding the July 23 meeting, but many local contractors remained apparently apathetic, even to PSNC’s own later call to them to “instruct” the LPC to pay the withheld levy.

PSNC’s position is that the “referendum” results (31 to 26 in favour of paying the levy, C&D August 19) have been ignored by the LPC. Acting in “a co-ordinating role only”, the PSNC office helped to obtain signatures on a letter to the LPC summoning a special meeting to consider the issue. In practical terms this involved two PSNC staff spending a day in South Wales visiting chemists—an action which LPC member Mr R. Lewis has described in a letter to C&D as “a gross interference in the affairs of local contractors”. In addition there are accusations and counter-accusations about who did or did not telephone whom and when (perhaps it is all the fault of the Post Office!).

Can West Glamorgan contractors really let such a situation continue? We believe it is high time they exercised their democratic rights, whether it be to put the LPC on a new road or to endorse its members’ current view of PSNC. If they want change, let them argue their case through letters to the pharmaceutical Press and contact with other contractors, then let that case be put before the national conference. But before they attempt to destroy the existing structure, let them have a convincing alternative to propose—and one that is applicable nationally.

When there is so much work to be done on rewriting the contract, on negotiating a higher remuneration, on securing a rational location of pharmacies, on ensuring the survival of the rural area service, how can things have deteriorated to the extent that the valuable time of senior PSNC staff came to be expended running round with a letter collecting signatures? Parliament, Ministers, the public and the Department of Health have been persuaded recently to take retail pharmacy seriously. Events such as we have been recounting over the past few weeks must cause them to question whether the profession is taking its own problems seriously!



# Discounting to be suspended for five months

The Department of Health has agreed to suspend the discounting procedure for five months so as to repay pharmacist contractors an overdeducted discount. The repayment is worth £4.5 million overall.

The suspension will apply to prescriptions dispensed from October 1, 1978, and means that a contractor dispensing the average number of prescriptions (34,000 a year) will receive over £400. Individual contractors can calculate their own back pay by reference to the discount details shown on invoice form FP34 part B.

The Pharmaceutical Services Negotiating Committee believes it has scored a "notable success" in convincing the Department of Health that the £4.5m was overdeducted. The negotiations arose out of a discount inquiry carried out in April 1975 and which led to a new discount scale being introduced in June 1977 with a lower discounting factor. This new discount scheme was worth over £4m a year to contractors.

After lengthy negotiations with PSNC, the Department has finally agreed to a further lump sum retrospective payment for April 1975 to December 1977 which will be returned by this temporary suspension of the discount scale.

## 'Adequate' supplies of smallpox vaccine available

The Department of Health says that "adequate" supplies of freeze-dried smallpox vaccine are available from public health laboratories throughout the UK. Although the Lister Institute recently ceased production, a Department spokesman said the laboratories currently hold about 1½ million doses.

Last week several countries were requiring UK travellers to produce international certificates of vaccination before entry, but by Tuesday only Ghana, Japan, Mauritius, Morocco, Singapore, Trinidad and Tobago needed such evidence. In addition, people who had been in the Birmingham area during the previous two weeks needed vaccination certificates before entering Malta, Turkey and Australia.

The Health and Safety Executive has now issued an official notice prohibiting any work from being done with smallpox or any other similarly dangerous pathogen at Birmingham University,

where a case of smallpox was confirmed in a worker at the medical school.

The notice says that the work is prohibited until the recommendations of the Report of the Working Party on the Laboratory Use of Dangerous Pathogens, made in 1975 to the Secretary of State for Social Services, are carried out. The recommendations deal with systems of work and range from such matters as the provision of protective clothing to the siting and structure of certain toxic laboratories.

## Further controls for barbiturates?

A proposal to put barbiturates and diethylpropion under the control of the Misuse of Drugs Act is to come before the Advisory Council on the Misuse of Drugs, a Home Office spokesman has confirmed. According to *Pulse*, last week, if the plan goes ahead the full prescription requirements may be waived for barbiturates because of the relatively high prescribing figures for these drugs and the consequent increase in work for doctors. Also barbiturates may be exempted from the requirement that such drugs are kept in a CD cabinet, due to the large stocks carried.

## Consumers vote on shop hours

*Woman* magazine is co-operating with the National Consumer Council to try to find out how dissatisfied consumers are with present shop opening hours. The September 2 issue carried a full-page questionnaire asking readers whether they are in favour of shops opening longer and if so when, why and which ones.

An NCC spokesman says that the replies are already "pouring in" and will play a vital part in making Parliament aware of shoppers' wishes when it debates the amendment of the law on Sunday trading. This survey is being carried out in tandem with NCC's own market research.

## First meeting of Scottish group

The inaugural meeting of the proposed Scottish pharmaceutical sciences group is to be held on September 27 at the Ninewells Medical School, Dundee. The group has been organised as a forum in Scotland for all interested in the pharmaceutical sciences to discuss matters of mutual scientific interest.

The morning session consists of three papers on pharmaceutical analysis and the afternoon session is based on clinical pharmacy with papers on cellular function in immunology, liposomes in cancer chemotherapy and pharmacokinetics of methotrexate. Applications (£5 registration fee) should be sent to Dr T. M. MacLeod, Pharmaceutical Science Laboratories, Ninewells Hospital and Medical School, Dundee DD2 1UB, by September 18.

Mr David Adams (right) assistant branch manager, Vestric, Cardiff branch, presenting Mr H. P. Jones, MPS of Newport with the Vestric Trophy following his victory in the 19-24 handicap section of the Welsh Pharmaceutical Golfing Society's annual competition. Sponsored by the South Wales Branches of the company, this year's meeting was held at Llandrindod Wells Golf Club





# Numark campaign aims for new members

Numark are launching a "great autumn campaign" on September 11 under the theme "the gold trail." The first phase marks the 44th nationally advertised promotion since the group began.

The campaign aims to increase recruitment and improve corporate identification of Numark pharmacies. A Numark starter kit, including door sticker, merchandising cards, brochure and staff badges, will be presented free to new members who will be advised on the spot how to use the shop identification material.

A "gold trail" competition is being run in which customers have to answer a few simple questions on the USA, Egypt and the Seychelles with a view to winning "golden holidays" in these places. Other prizes include jewellery, gold watches and gold sovereigns. Customers are also asked to complete a slogan saying why "My Numark chemist shop is my golden shop."

The three Numark members whose pharmacies are named on the first, second, and third prizewinners' entry forms will receive gold watches to the value of £500 or £250, or £100 cash respectively. Between October 16 to November 25 the Numark mystery shopper team will hand out £20 on the spot to various members using the merchandising material effectively.

The first phase of the promotion starts on October 16 with advertising in *The Sun* and *Woman's Own*. Television advertising will appear in the Grampian, Ulster and Border areas and there will be campaigns on local radio and in the local Press. The Press advertisement has the Numark logo with the words "sponsored by Independent Chemists Marketing Ltd" beneath, but the rest of the copy refers to "your local Numark shop." The com-

petition entry form mentions the words "Numark chemist" 12 times (see Counterpoints for products involved in the promotion).

The further development of exclusive brands for NPA members remains a high priority for Independent Chemists Marketing Ltd, who are introducing a Nusoft range of toiletries (p395). Numark own brands are now worth: £1.2 million at RSP for Nucross surgical dressings, £1m for Nucross packed goods and £850,000 for Nuwarm hot water bottles. Total NPA brands are worth over £7m at RSP. Integration of the NPA sales team with those of the wholesalers has achieved a saving of about £120,000 a year, which is being used to increase retailers' margins and provide a monthly promotional programme.

## Family spending on medicines remains steady

First results of the Family Expenditure Survey show that the average weekly expenditure on goods and services by private households in the UK in 1977 was almost £72. This shows an increase of £10 (16.4 per cent) per week on 1977.

Expenditure on medicines and surgical goods was £0.30 per week, compared with £0.25 in 1976 and £0.23 in 1975. Toilet requisites and cosmetics expenditure was £0.74 per week, compared with £0.66 and £0.62. Expenditure on fuel, light and power was up about 25 per cent on 1976 and on tea and coffee by over 60 per cent.

The survey, covering 7,198 households containing 19,885 persons, showed that expenditure patterns have hardly



A winning poster by 10-year-old Robert Hillier of Hirwaun, Glamorgan, in a "paint-a-poster" competition run in schools by the National Dental Health Action Campaign. Posters were judged on artistic merit and effectiveness in promoting dental hygiene

changed in the past three years. Expenditure on food, at almost £18 a week, accounted for a quarter of the total, and food, housing and transport accounted for over half (52.6 per cent) of the total. The full survey will be published later in the year.

## Chemists' July sales

Sales by chemists and photographic dealers in July were 13 per cent up on the same month in 1977, compared with 15 per cent for retailers generally. The Department of Industry indexes were 286 and 261 respectively.

Independent chemists put on 12 per cent to a new index of 247, compared with 11 per cent and 227 for all independent retailers. Multiple retailers were up by 18 per cent to 301 and Co-operatives by 14 per cent to 246 (equivalent figures for chemists are not available). The figures do not take account of NHS receipts.

The Coventry Conference Committee and helpers sorting literature to give to delegates attending the British Pharmaceutical Conference next week. Members in the left hand picture are distributing excursion and meal tickets, left to right: Miss H. Wale, Mr R. Wale, Mrs J. Fearn, Mrs J. Wale, Mr P. Cooper, Mrs C. Cooper. On the right are Mr D. Ivory, Mr R. Cross, Mr Bales, with, in the background, Miss E. Marriott, Mrs Maude and Mrs Greenway. Nearly 900 delegates have booked for the Conference which is being held at the University of Warwick





# PSNC explains its West Glamorgan visit

West Glamorgan contractors should know by the middle of next week the date of their meeting to discuss payment of the PSNC levy.

Mr Martyn Lloyd, the Local Pharmaceutical Committee secretary, will write to individual contractors informing them of the meeting, which will probably take place one weekday evening, in Swansea. The PSNC recently urged contractors in the area to call a meeting before September 24 to instruct the LPC to pay the levy which they have been threatening to withhold.

Some LPC members have objected to the way in which two PSNC officers visited the area recently to collect the signatures of contractors on a letter sent to Mr Lloyd requesting a meeting.

Mr Alan Smith, PSNC's chief executive, writes in a letter to *C&D* this week that in his view the action of the West Glamorgan LPC is unconstitutional because it precludes the LPC from carrying out some of its duties as defined in its constitution and the additional duties it proposes to undertake could be *ultra vires* its constitution.

He writes: "The PSNC has a duty to represent, protect and serve the interests of all NHS chemist contractors in England and Wales. It was therefore necessary for the PSNC to act promptly to protect contractors' interests and to ensure that the LPC's actions are within its written constitution and any change in this constitution must be made democratically and in accordance with the scheme for the constitution of LPCs.

"Contractors in West Glamorgan asked the PSNC to co-ordinate the local chemists' desire for a meeting to ascertain whether or not the LPC's recent action reflected the wishes of the majority of contractors.

"Two officers of the PSNC gave up part of their Bank Holiday weekend in order to co-ordinate the local action and to obtain the necessary number of signatures to summon a special meeting. This personal attention is indicative of the true concern that the members and officers of the PSNC have for the interests of contractors." (See Comment).

## Keen interest in new pharmacy

A large crowd watched the official opening of R. Gordon Drummond Ltd's new pharmacy in the Wellgate Centre, Dundee, last week by the Earl of Iveagh, joint chairman of Arthur Guinness, Son & Co Ltd, who cut a ribbon allowing about 100 shoppers in.

Later, boxer Henry Cooper arrived at the store. He was representing Faberge and soon hundreds of shoppers were queueing for his autograph.

The 10,000 sq.ft store has open-plan display facilities. R. Gordon Drummond, who already have two smaller branches in Dundee city centre, at Reform Street and High Street, are re-allocating their workforce for the new store. The High Street branch is to be closed down and its staff of five will move to Wellgate, making a total of 30 to run the new store.

## Pharmacy becoming less popular?

Pharmacy was named as the preferred subject by 2,740 students applying through the Universities Central Council on Admissions scheme for entry in October 1977. But this was only 99 per cent of the figure preferring pharmacy in 1976. Medicine, dentistry and law also moved down in preference, whereas engineering and economics moved up.

## Slide programme about the 'pill'

Schering Chemicals Ltd have revised and updated their tape and slide programme "Birth control methods—the 'pill'" (14 days free loan or £11.74 purchase). The programme explains conception with reference to the roles of ovarian hormones, and how they relate to oral contraceptives. Comparison is made between the "pill" and other contraceptive methods. The risks of thrombosis

are compared to those of pregnancy and abortion and reference is made to other health benefits the "pill" can provide. The programme, acceptable for Section 63 meetings, is also intended as an aid in talks on family planning to lay audiences. Leaflets are provided and the number should be stated, with orders, to educational services, Schering Chemicals Ltd, Burgess Hill, West Sussex.

## Conference on how names can sell

"Character" merchandising—using names like the Wombles to sell a product—is big business, with royalties running into millions of pounds each year. But it is still relatively unsophisticated in its methods. How should manufacturers select, buy, adapt or invent a character and use it to sell their products? How can the popularity of the Smurfs be explained? Why are Tom and Jerry losing their "marketing" power? These and other questions are likely to be answered at the Character Merchandising Conference to be held at the London Cunard International Hotel on November 2.

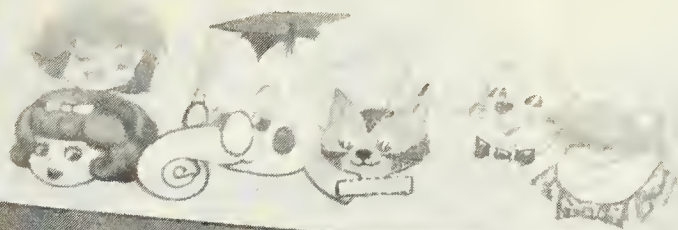
The conference is believed to be the first of its kind to be held in the UK, providing a unique opportunity for marketing and advertising executives, agency personnel, manufacturers and retailers to hear about and discuss the principles, problems and possibilities of using characters to market and sell products. It will be led by USA and UK experts involved with all aspects of character creation, character marketing, consumer research and retailing.

Details and brochure are available from Benn Business Promotions Ltd, 25 High Street, Edenbridge, Kent.

Mrs. A. Lawrence of Sutton Coldfield, winner of a recent competition organised by Nicholas Laboratories Ltd and Billingtons (Langley) Ltd, receiving her prize of air tickets for a weekend for two in Amsterdam. On the right is Mr J. Walder, area manager, Nicholas Laboratories; on the left is Mr G. Geary, branch locum manager







# Kiddies' Own

The M... Bound



**Don't catch a cold yourself this winter!**

When the coughs and colds start, don't be caught without adequate stocks of 'Tixylix'\* – a trusted favourite with doctors and mothers. And no wonder – promethazine ('Phenergan'\*!) with pholcodine and phenylpropanolamine – it's just the sort of formulation the pharmacist would put together himself.

# Tixylix

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MA 6343





# Pulmo Bailly: it even tastes like it's doing some good.

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For a start, its formulation is so strong that it needs to be diluted with water.

It's a Part 1 medicine so it can only be sold through chemists and cannot be displayed within easy reach of customers.

Finally, Pulmo Bailly has a really strong taste. Children won't take to the flavour. For that matter, neither will many adults.

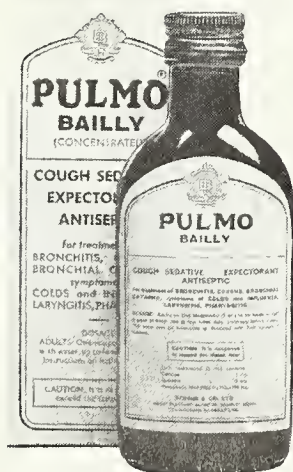
Despite all these disadvantages, thousands of people take Pulmo Bailly for their cough.

Perhaps they think that anything that tastes so bad must be doing them good.

Pulmo Bailly's medically-approved formula contains Codeine to soothe the cough reflex from the brain and Guaiacol to loosen phlegm.

So stock and recommend Pulmo Bailly.

It's the adult remedy for the adult cough.

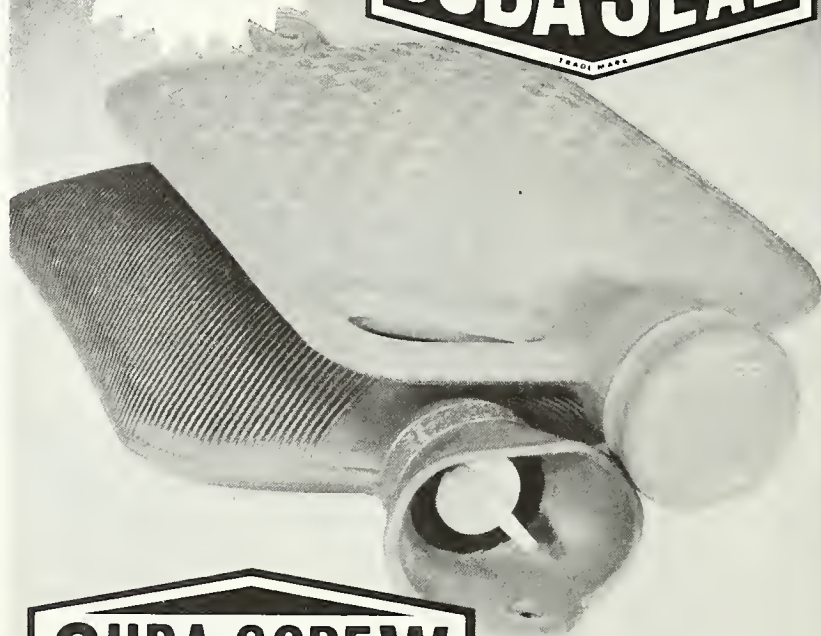


## Pulmo Bailly

The adult remedy for the heavy cough.

# There's a Suba-Seal bottle in every price range, to suit all your customers...

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NAME IN  
HOT WATER  
BOTTLES



The Suba-Seal and Suba-Screw range of British made rubber hot water bottles are the biggest in the world, covering all popular bottles from luxury ocelot fabric covered tiny cot bottles to the six pint capacity 'giant' bottle, each intermediate size being available in a variety of colours and styles and all attractively packed in printed high clarity polythene bags to assist sales.

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## WILLIAM FREEMAN & COMPANY LTD.

Suba-Seal Works, Staincross, Barnsley, Yorkshire.  
Telephone (0226) 84081 Tëlex: 547186

24 hour — 7 day order facility

Dial (0226) 84085 and dictate your order.



by Xrayser

## Publicity: What is happening?

We seem to be a long, long, time in appointing a new PR man for our Pharmaceutical Society—and it is bad to be without competent public relations for so long a time during the critical run up to an election. Nor, so far as I can find out, does the PSNC seem to be doing overmuch about pre-election groundwork. There seems to have been no strong directive from above, instructing Local Pharmaceutical Committee members to contact their prospective Parliamentary candidates, although I understand that a brief has been prepared and is available "if it is wanted".

Of course it is wanted! It is essential—along with a positive lead to LPC members asking them to do some basic ground work with all candidates. Then with this work under way, the PSNC could follow it up, say in the last two weeks of the hustings, with a big, striking, poster for every retail pharmacy, announcing to the public that "inadequate pay and Government policies have already closed 4,000 pharmacies. You are in danger of losing YOUR pharmacy. Ask your candidate what his party is doing to make sure your local retail pharmacy survives" (or better words to that effect).

Not only must we precipitate our just case into the public arena, but work done now will establish invaluable contacts at a genuinely personal level with every MP in the next government.

We do want this, don't we?

## Drug stores

There was an interesting letter in the pharmaceutical Press last week in which a pharmacist described his reaction to the drug stores he saw when on holiday, and the apparent indifference of nearby pharmacies to the threat they offer. I very much approve of his suggestion of a not insignificant window sign such as "Registered pharmacy no 567" to be followed by a real campaign at national level, by the Society, to publicise what pharmacy is about.

Pharmacists will always be very hard pressed to compete with the bone-paring prices of these uninhibited traders, who have no professional responsibilities to divert their attention. Yet in some places, pharmacists are fighting back by operating cut price drugstores themselves, next to their pharmacies, which, freed from the toiletry sales become more professional in appearance. Others, with less space or capital are buying from the same low-cost wholesalers who supply the drug stores. When you realise that some of these wholesalers work on margins as low as 3 per cent, and only buy when goods are on substantial discounts or offers, it is easy to understand how with a 20-25 per cent oncost the drug stores can make our routine buying even from groups look less than competitive.

Yet the suggestion in the letter that we could compete by enhancing our professional prestige does not solve the underlying problem, which is that we cannot make enough profit from our professional work for an adequate living. We are not paid for our free advice or consultations. Neither my family nor the bank manager would be satisfied with a bowl of thanks for breakfast. It's more money we need. For myself, if I could earn enough from my professional activities to live decently, I would cheerfully wave goodbye to a good deal of the junk which at present is needed to bolster my turnover and profit, and which is only a distraction from what I consider to be my real work.

property by deception. The Committee will meet at the Society's headquarters.

□ Chemists and appliance suppliers in Scotland dispensed 2,926,850 prescriptions in May at an average gross cost per prescription of £2.33.

□ The Price Commission is to investigate the proposed price increases of Air Products Ltd. The company wants to increase the prices of its industrial gases, including oxygen, nitrogen and carbon dioxide by an average of 6 per cent.

**Mr Walter Evans, MPS**, of Cheam, Surrey, has been awarded the Blood Transfusion Gold Award for donating 50 pints of blood. Mr Evans, who retired from Eli Lilly & Co Ltd two years ago, started his donations in 1954. Although he has a rare blood group, A rhesus negative, Mr Evans has only been called out once in an emergency.

**Mr Cyril McGeehin, MPS**, has retired after 42 years with Leeds Industrial Co-operative Society. He had been chief executive since 1974. Mr McGeehin joined the Leeds Co-operative pharmacy in 1936 after leaving Bradford technical college and was manager of the Otley pharmacy from 1936-38. He was then made manager of the central pharmacy in Albion Street, Leeds, until his call up in 1942. After leaving the Services in 1946 he returned to Leeds and in 1957 was made superintendent chemist and general manager later.

## Deaths

**Coulthart:** Mr Thomas Coulthart, MPS, 23 Charles Street, Annan, Dumfriesshire on September 2, at Dumfries Infirmary. Mr Coulthart qualified in 1921.

**Jackson:** Mr Roland Nuttall Jackson, MPS, of 3 Poplar Avenue, Townville, Castleford on August 26. Mr Jackson formerly had a pharmacy in Bridge Street, Castleford, an area now demolished for road improvements.

**Holden:** Mr Frank Holden, on August 17, at his home in West Kirby, Wirral. Mr Holden retired from the Pharmaceutical Society Register in 1973. *Miss I. Newcombe, export manager at Ayrton Saunders & Co Ltd, and former colleague of Mr Holden, writes:* "Mr Holden, who qualified in 1937, was a founder managing director of Rodmill Chemical Co Ltd, Liverpool, and owner of Holden's Chemist, Lime Street, Liverpool. His early activities were connected with insecticides and rodenticides and he published a paper which appeared in the *Chemist & Druggist* in 1945 on the 'Action and uses of DDT'. Later he was responsible for introducing into Britain the rodenticide, alpha-naphthyl-thiourea (ANTU), which was eventually registered as an approved product by the Ministry of Agriculture and Fisheries. He further developed Gee's linctus pastilles and was successful in having them listed as an official preparation in the British Pharmaceutical Codex".

**Robertson:** Mr Andrew Robertson MPS, aged 76, Inverteal, Main St, Dunshelt, collapsed and died after he had been involved in a road accident on the New Inn/Cupar road in Angus, on August 29.

## News in brief

□ Cases to be considered by the Pharmaceutical Society's Statutory Committee when it meets on September 19-22 involve members of the Society who have been convicted of obtaining



# LETTERS

## Wholesaler discounts: don't reach hasty conclusions

From Mr E. D. Hurt

I think that a certain amount of scepticism is excusable when reading the various articles and advertisements that have issued from a number of wholesalers concerning allegations to the effect that certain of their competitors have been offering discounts across the whole range of products supplied to their retail customers.

One's scepticism turns to incredulity when reading a full-page advertisement from our leading patent drug manufacturer announcing its support for price maintenance at wholesale level in respect of "ethical" drugs.

Let us examine a few of the underlying facts of the situation in respect of all the parties concerned before reaching any hasty conclusions as to blame-worthiness.

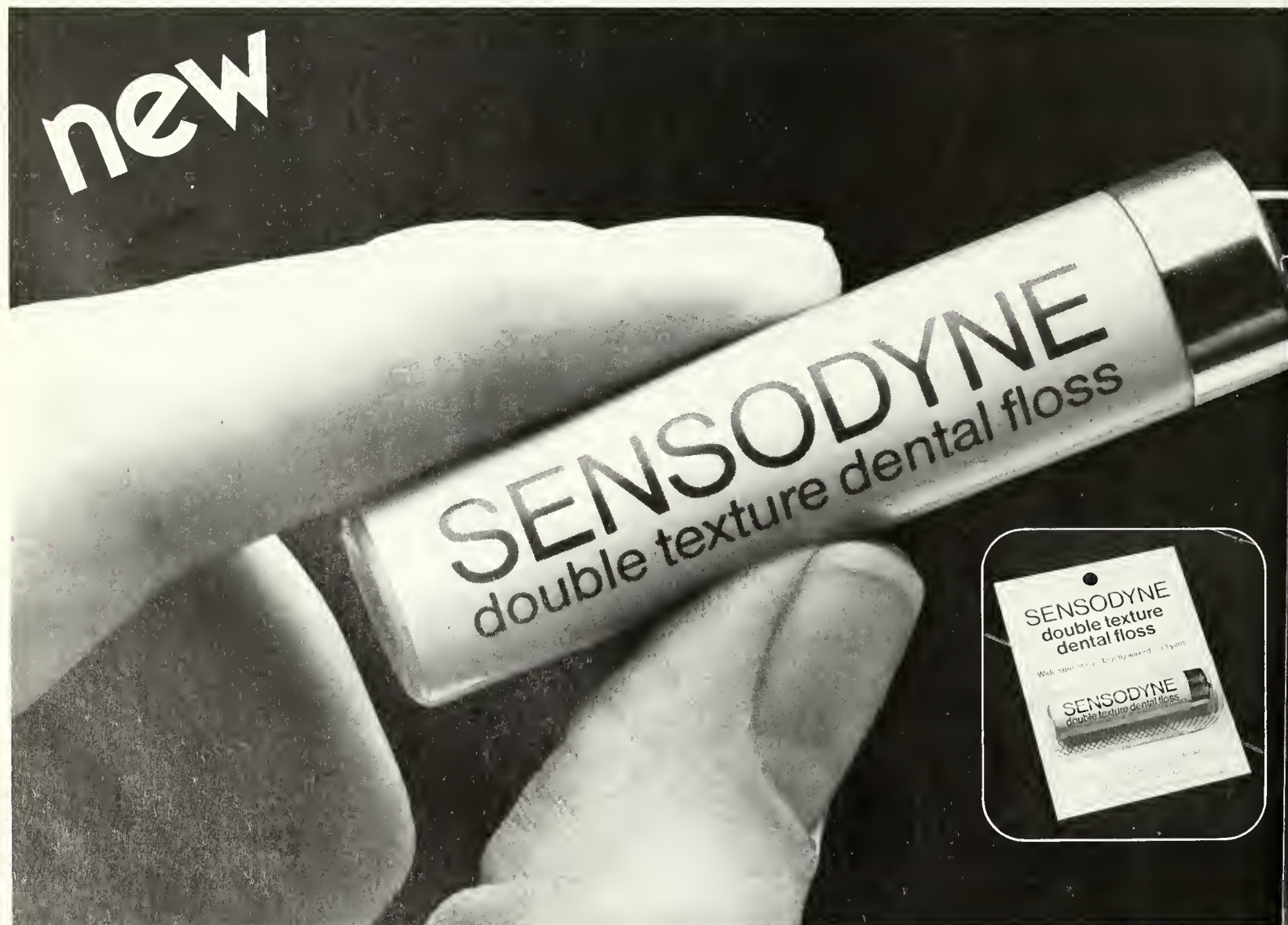
Firstly consider the retail pharmacist. He has seen a third of his colleagues close their doors for ever during the last twenty years or so. He has experienced ever-increasing competition from a variety of sources—drug stores, multiples, supermarkets, grocers and dispensing doctors. He has been exhorted by

every possible means to join in the rat-race of competition in the cut-price wars. He has seen the trend for increasing numbers of non-pharmacy outlets to participate in the sales of medicines with the active encouragement of the patent medicine manufacturers.

He has seen the hard-fought case for resale price maintenance on medicinal products won in the courts despite heavy opposition from some of the same manufacturers. He understands, as did the courts, that the principle reason for maintaining prices on medicines is to avoid a situation whereby the public may be persuaded to buy excessive or unnecessary patent medicines by virtue of "special offers". He accepts that the supporting argument, namely that a medicines price war could have a deleterious effect upon the wholesale operation and hence upon the NHS, is also valid, but the principle matter of concern from the public-interest point of view is that people should not be persuaded into self-medication through price inducements at the level of retail sale and that, in this respect, medicines should not be treated as other articles

of commerce. He has seen manufacturers offering discounts on parcels of "ethical" drugs for years and he is aware that our largest multiple has always purchased the bulk of its "ethicals" for supply to the NHS on wholesale terms, even though they are not wholesalers in the full sense of the word. He has suffered discounts from the NHS remuneration on the basis of the discounts he allegedly received, even though he knew that only the larger contractors were in a position to take advantage of the offers and hence were disproportionately rewarded. At last even the DHSS was obliged to agree that there had been over-discounting for years. Finally he has reached the situation where his back is to the wall and the DHSS refuse to concede a reasonable profit margin, or even to allow arbitration thereon. It is small wonder that he clutches at any straw that presents itself by way of someone willing to offer him a better deal. He knows only too well that if "ethical" price-cutting becomes general and formalised the DHSS will "claw back" the discounts obtained. But why should it not? This is inherent in our present contract, which makes no allowance for efficiency or commercial acumen. If he is really wise he will also realise that the answer lies in demanding a proper rate of remuneration for his professional work rather than negotiating as a shopkeeper—but that is another story.

Secondly let us consider the whole-





salers. Relative to the retail trade they seem to have prospered from the NHS. Many of them have reported record turnover and profits year after year and their operations have expanded. Some have warehouses which deal in "ethicals" only as evidence of the profitability of this aspect of their operation. In some instances there have been complaints of wholesalers being out of stock of lines which are known to be subject to an imminent price-increase—such lines becoming mysteriously available the day after the increase becomes effective. I shall say no more apart from recording that the whole furore arises from the fact that certain wholesalers have allegedly "broken ranks".

#### Offers from manufacturers

Thirdly consider the manufacturers. A number of them have featured discounts on "ethicals" as part of their trading policy for years. Repeated requests from chemists' representatives for the discontinuation of this policy in order to avoid discounts by the DHSS in years gone by were met with evasion and refusal—the excuse being that the chemists liked them, notwithstanding the knowledge that only the larger contractors could benefit whilst all suffered the discounting scheme of the DHSS. However, there is a much more serious problem here to consider. It appears that the rate of inflation of "ethical" drugs has recently achieved levels of about 24 per cent per annum,

compared with a general inflation level for manufacturing industry of 8-10 per cent.

Apart from raising some interesting questions as to the reasons for such a high inflation rate in an industry depending more upon capital and labour, rather than raw materials, it should be emphasised that most of the retail pharmacists' troubles *vis à vis* the DHSS arise from the fact that he is continually required to fund the cost of stock-replacement on an historic cost basis, thus engendering a negative cash flow at constant stock levels. I repeat, this is the principle problem facing the retail chemist at the present time in relation to the current NHS contract and there is no doubt that a decrease in the rate of drug-price inflation would ameliorate the situation.

Then there is the question of those manufacturers who supply both "ethical" and OTC drugs. All too often pharmacists have seen instances where attempts to "widen the distribution" have been a euphemism for distribution through the grocery trade.

Can Beecham who recently announced their support for resale price maintenance of "ethical" drugs at wholesale level really be the same firm that supplies its over-the-counter remedies to cash and carry wholesalers for resale at prices far below those of the normal wholesalers? Can this really be the firm responsible for articles in *The Grocer* urging grocers to seek a part of the

action in the patent medicine field and offering full marketing support?

Fourthly we should consider the DHSS. As an instrument of government it is responsible for providing the public with a health service. It has to retain a balance between the suppliers and the public as regards cost/effectiveness. It has an obligation to reimburse pharmacists for the cost of the drugs that they supply to the public but it also has an obligation to provide a pharmaceutical service to that same public.

#### A temporary 'blind eye'?

In the present situation it appears to me that the DHSS is not fully reimbursing pharmacists for the costs of the drugs, insofar that it is not prepared to underwrite the inflationary element inherent in the cost of stock replacement for political/economic reasons. I can understand this line of reasoning, even if I disagree with it. In such circumstances I would hope that the DHSS would turn a blind eye to what may turn out to be a transitory situation in the discounting of "ethical" drugs by some wholesalers to some chemists.

In the longer term I can only hope that the present debacle will serve to convince manufacturers, wholesalers and retailers that they have a common interest insofar as the supply of medicines to the public is concerned, whether through the NHS or OTC.

For retail pharmacists the message  
*Conclusion and more letters, p426*

# Our fame is spreading

**What it is** Sensodyne Dental Floss is the latest addition to the fast-moving Sensodyne range of dental care products. It's a new concept in floss — made from ICI high-tensile nylon, double-textured to give maximum spreading while not losing out on strength, and very lightly coated with water-soluble wax to facilitate handling without loss of cleaning efficiency or interference with fluoride application.

**Why it's good for you** Sensodyne Dental Floss is good for your business because it's premium priced (RSP 49p for 30 yards), attractively packaged and backed by the Sensodyne reputation for high-quality aids to dental care. Like all Sensodyne products, Dental Floss has excellent growth potential for the retail chemist because he is uniquely placed to endorse the dentist's recommendation.

**Special display** Sensodyne Dental Floss is packed in a display outer, or it can be displayed using an extension to the current Sensodyne Toothbrushes display stand. Your Stafford-Miller representative will demonstrate.

**Heavyweight promotion** Sensodyne Dental Floss is backed by the heaviest promotional effort ever mounted for any dental floss, with extensive press advertising to both dentists and dental hygienists, and detailing activity from our nationwide force of dental representatives.

**Special introductory offer** We're offering to invoice you for only ten of every dozen supplied during the launch period. On these terms you get over 20.4p profit per unit when you sell at RSP of 49p — a margin of 41.6%. Order now through your Stafford-Miller representative or usual wholesaler.

## Sensodyne Dental Floss

another quality product for dental health from Stafford-Miller Limited, Hatfield, Herts.



# COUNTERPOINTS

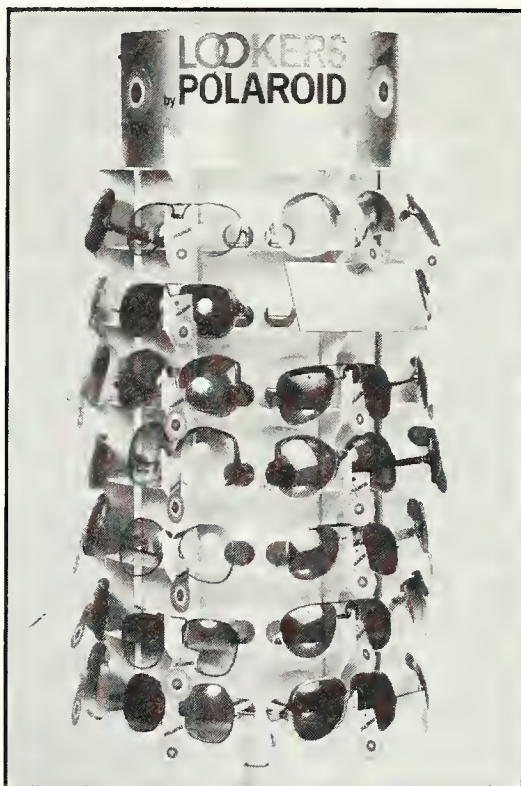
## Looking at Polaroid's new image—Lookers

Polaroid (UK) Ltd will be selling their 1979 sunglasses under the name "Lookers by Polaroid". General manager, John Bowmer, explains, "The change in our brand name is the latest move to improve the fashion image of our sunglasses to the level of our quality image. Lookers is the latest statement of our fashionability and coincides with the introduction of new lens types". Lookers will be available in five lens types. As well as the original polarising lenses, plain and graduated, there are mirrored lenses, and two non-polarised lenses called UV96 equitint, plain and graduated.

The brand name is printed in blue and black on silver and the original Polaroid linked circle logo is incorporated in red in the double O of Lookers. There is also a new hangtag in the form of a bullseye in the Polaroid spectrum of colours. There are 124 different frame and lens variations spread over the four 1979 collections ranging in price from £4.95 to £13.95.

The main collection contains 67 frame or lens variations (£4.95-£10.95); there are 20 variations in the sports collection (£5.95-£10.95), 13 clip-ons including flip-clips (£3.95 and £4.95) and there are six new styles in the Mary Quant collection bringing the total up to 24 (£12.95 and £13.95).

Point of sale material incorporates the bullseye logo and there are a total of five "Lookers by Polaroid" prepacks. A different Early Bird promotion will be available to retail stockists who order before January 15, 1979, and gives them



the chance to choose between extra free sunglasses or a special selection of gifts. The number of sunglasses or value of the gift is determined by a points system, dependent on the type of pack ordered.

The main emphasis of the 1979 advertising campaign will be on television but greater frequency and exposure to the 16-34 age group is planned by supporting the new commercial with full colour spreads in women's magazines. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.*

## Shine relaunch for combination hair

Elida Gibbs are relaunching Shine. The company's research has shown that 29 per cent of all women under the age of 55 have "combination" hair; that is hair which is greasy at the roots and dry at the ends. They say that new Shine spray-on hair conditioner has been developed specially for these women. It is an aerosol product that can be sprayed directly on to the dry ends of the hair. Gibbs claim therefore that it is the first product for "combination" hair to be launched on the UK market (100g £0.64, introductory offer £0.45).

"Women with 'combination' hair have a problem", explains marketing manager David Knight. "Put a conventional conditioner on and the roots get greasier—leave it alone and the ends get drier. We have reformulated Shine so that it can be sprayed on to the hair where it needs it most, the dry ends, without causing any greasy build-up. A new spray

button ensures an extremely fine, light spray which enables Shine to condition the hair exactly where it is needed."

The Shine can has been redesigned to give it "an image of quality and elegance" and a matching display piece will be available to hold 12 cans. For the first time the company is backing Shine with a major advertising campaign. Over £100,000 is being spent in leading women's weekly and monthly magazines from November. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

## Oral hygiene in schools

Colgate-Palmolive are bringing a new teaching method to dental health lessons in schools. The autumn term sees the introduction of Ringo, a "live" close-circuit television character who will tour selected secondary schools in London and Manchester. Ringo, working with trained dental personnel, will present

dental health sessions of about 20 to 30 minutes to thousands of children aged 11 to 14 years during two 8 week periods. The children will learn about oral hygiene and be told the correct method of cleaning teeth. Disclosing tablets will be distributed.

Colgate have also produced a workbook on oral hygiene, "Yours for life", available free to all secondary schools in the UK. *Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.*

## Clairol test a new colourant

Clairol have launched a new permanent hair colourant on test market in the Granada television area. Called Clairesse, it is said to represent "the greatest technical breakthrough in colourants since the launch of the first shampoo—in hair colourant, Nice 'n Easy, in 1965." Whereas most permanent colourants have added conditioners to protect the hair, Clairesse has a base ingredient consisting of conditioners, which means that in addition to colouring the hair, it also gives it an effective conditioning treatment, say Bristol-Myers.

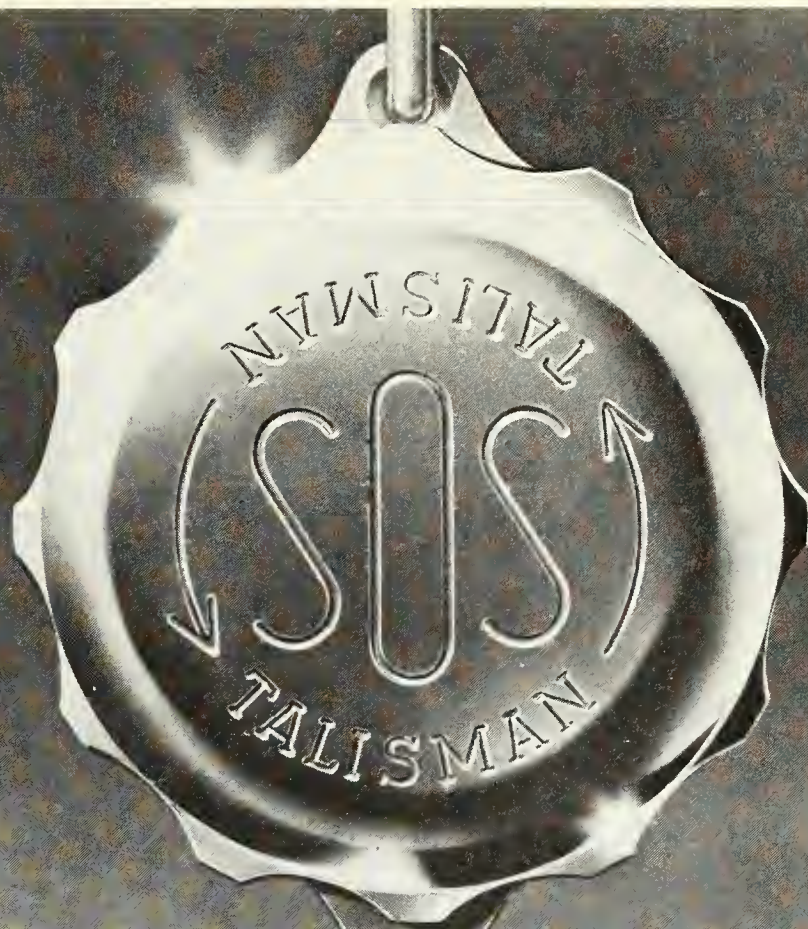
The application process is shorter and more convenient—it is applied to dry hair, left for 20 minutes and then rinsed off. It has no unpleasant odour during use, and the colours are said to stay natural-looking without fading. The Clairesse range (£1.40) consists of twelve shades from pale blonde to black. Display material in the form of showcards and shelf strips is available. The brand will be supported by a television campaign with 30 second spots from October in the Granada area. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Slough, Berks.*

## Life with Farley

A new 30 second television commercial for Farley's rusks makes its small screen debut on September 11. Entitled "Life", the commercial depicts in symbolic style the growing family, with emphasis on the part Farley's rusks play during baby's development. For the first time in a Farley's rusk commercial, the message is put over in song.

Farley Health Products, are backing the commercial with an annual television expenditure of £380,000. Supporting the campaign is the recently launched "It's child's play" series of competitions and money-saving offers. All Farley's rusk promotional work for the next year comes under this banner. *Farley Health Products, Torr Lane, Plymouth, Devon.*





# What's behind the SOS Talisman?

## 10 million wearers worldwide

The confidence of 10,000,000 wearers in over 30 countries throughout the world. From USA to Australia... the Caribbean to Europe... there's the confidence that SOS Talisman is the sensible gift for sensible people.



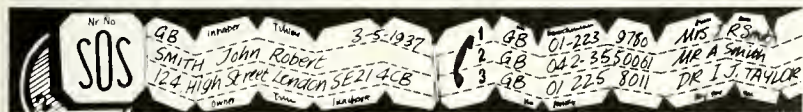
## Massive Press Promotion...

to boost your sales – and your profits. An intensive press campaign will be appearing over a two month pre-Christmas build up period covering the massive readership in Radio Times, Woman, Woman's Realm, Women's Weekly, Good Life, Woman & Home, My Weekly and People's Friend.



### Who recommends and wears SOS Talisman?

St. John Ambulance. St. Andrew's Ambulance Association. British Sub Aqua Club and Association. Fire, Police and Ambulance personnel. ICI Tanker Drivers. The British Commonwealth Games Team... and even a First Division Football Club.



## What is SOS Talisman?

It's the attractive range of jewellery for men, women and children – with the hidden extra. The unique information strip. It lists vital personal information so necessary in an emergency – when perhaps the wearer can't speak for himself. Name. Address. Blood Group. Allergies. Necessary Medicines etc. And there's also such a wide range of models available that there's one to suit every taste and fashion. Pendants, Bracelets and Watch Strap Attachments. Most models are offered in a choice of gold plate or sterling silver. Many, too, are distinctively embossed on the back with popular symbols such as St. Christopher or the Signs of the Zodiac – and many more.

## \*National Distribution Network

Distribution of the SOS Talisman now covers the whole of the U.K. and Southern Ireland... speedily and efficiently, with supporting sales aids for you such as catalogues, posters and counter displays.

## Why don't you get behind SOS Talisman

We're backing you! Just contact your local distributor – and find out how to boost your profits – fast!



# SOS Talisman

Jewellery that says a lot about the wearer

### \*DISTRIBUTORS

#### N. IRELAND and ISLE OF MAN

Finland Distributing Company  
18 Donegall St, Belfast BT1 2GP  
Tel: Belfast 56346 or 27200

#### S. IRELAND

Irish Pharmaceuticals Ltd  
Mount Brown  
Dublin 8  
Tel: Dublin 771784/5/6

#### NORTHERN ENGLAND

Endevera Limited  
30 Thirlmere Road  
Flixton  
Manchester, M31  
Tel: 061 747 8793

#### SCOTLAND

S. Norris & Co (Glasgow) Ltd  
187 St. Vincent Street  
Glasgow G2 5PS  
Tel: 041 221 2912

#### WALES AND WEST COUNTRY

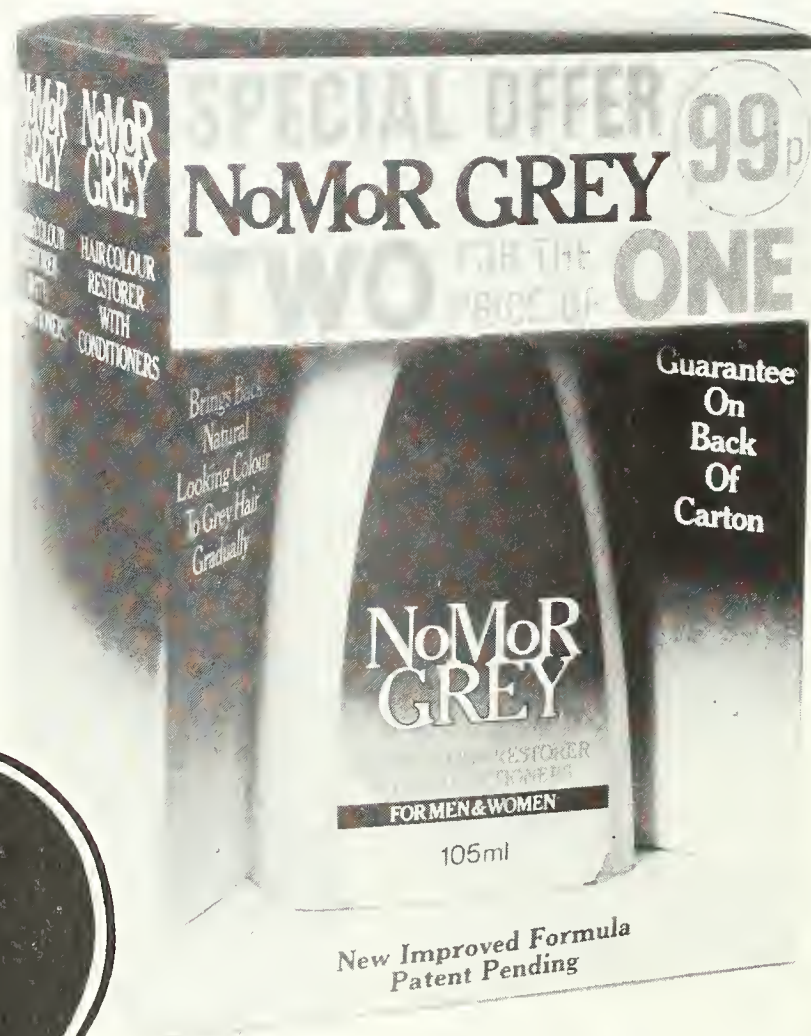
H. Freedman (Cardiff) Ltd  
6 Guildford Crescent  
Cardiff CF1 4UR  
Tel: 0222 23355

#### ALL OTHER AREAS

SOS Talisman Co. Limited  
212-220 Regents Park Road  
London N3 3HP  
Tel: 01-346 7234



**It's got to be the best  
offer your hair colour  
restorer customers  
ever had!**



**2**

**FOR THE  
PRICE OF**

**1**

***order NOW from Dendron at your  
normal trade terms***

***- while stocks last* Dendron**



## Elida Gibbs aim to keep Goggles out in the sun

The continuing Goggles story from Elida Gibbs for 1979 majors on a new advertising campaign—shot, once again, by David Bailey—and £750,000 expenditure on television and in consumer magazines. New display stands and pilfer-proof security tags are also being introduced. Once again Oliver Goldsmith has selected the frames for the Goggles collection—50 frame styles with colour and lens variations adding up to 100 different models. Four lens types will be available—impact-resistant glass (including mirrors), polarised, CR39 and Sunsitive (from £4.95 to £11.95), and they will be available in graduated lenses with duo tone, curving metal, tortoise shell and crystal frames.

Elida Gibbs say that they are very happy with the first year's success of this brand and claim that in one season they have "knocked the market sideways, necessitating the established competition to vastly rethink their methods of operation"—attempting, they say, to "leave Goggles in the shade", but Gibbs add "we aim to continue being the greatest thing that ever happened to eyes". *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*



## Catarrh & bronchial syrup reformulated

Arthur H. Cox and Co say that catarrh and bronchial syrup has been reformulated as it contained tincture of aconite which is classified as POM. The reformulated syrup, without tincture of aconite, should now be available and is Pharmacy Only.

A bonus of 12 invoiced as 10 on the following packed goods lines is offered: Tyroco, cold discs, Wintogeno, children's cherry cough syrup, antitussive linctus, bronchial balsam, bronchial mixture extra strong, catarrh and bronchial syrup, and nasal spray. Minimum order is 12 dozen total and no less than one dozen of any one product. *Arthur H. Cox & Co Ltd, 93 Lewes Road, Brighton, Sussex BN2 3QJ.*

## Doom mouse killer and bait box

Doom mouse killer from Napa Products is said to employ a totally new concept in OTC mouse killers in that the bait sachet is attached inside an erected bait box, ready for immediate use. Napa say that, in their opinion, this novel concept supersedes all other domestic mouse killers, a major advantage being that the patented bait box device allows far safer,

cleaner and easier use of the product.

Each Doom mouse killer and bait box (£0.59) unit contains sufficient bait to eradicate at least five mice. It employs a patented new formula containing alphachloralose 8.5 per cent w/w which reduces the rodents' body temperature inducing sleep before death. The company stresses that unlike earlier formulations there are no temperature problems: Doom mouse killer is completely effective in centrally heated homes and during the summer. The product is also said to be lethal to warfarin resistant mice and is approved by the Ministry of Agriculture, Fisheries and Food.

A display outer containing twelve units has the main advantages of the product detailed on the rear panel. The main display panels of the outer pictorially demonstrate the bait box in use for immediate consumer understanding of the concept. The product is being launched with extensive promotional support with an additional launch incentive to retailers. *Distributors: Bellair Cosmetics Ltd, New Road, Winsford.*

## New pack Lotussin

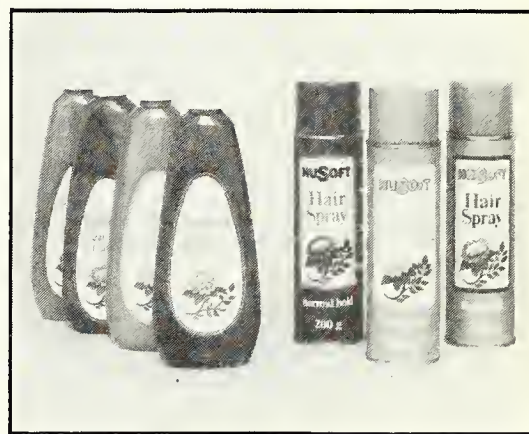
Lotussin cough suppressant is now available in a new 100ml pack (£0.45 trade) as well as the 1 litre size (£3.68 trade). Searle Laboratories have discontinued the 150ml pack size. *Searle Laboratories, Morpeth, Northumberland.*

## Numark entering toiletries market

Independent Chemists Marketing Ltd are launching into the toiletries market with a new range carrying the Nusoft brand name.

The range includes four varieties of shampoo—egg and lemon, beauty, protein and medicated (350ml, £0.39); two hairsprays—normal and dry (200g, £0.49); two bath additives—essence of pine bubble bath and wild herbal foam bath (500ml, £0.45); and an antiperspirant deodorant (£0.49). An introductory bonus and promotions enable the products to retail at £0.35, £0.45, £0.40 and £0.45 respectively while giving 30 per cent gross profit to members. Display material is available and there is a pharmacy staff competition.

Products offered during phase one of the "gold trail" promotion (see p 385), between October 16-November 4 are: Heinz white label (£0.11), yellow label (£0.12); Silvikrin hairspray medium (£0.39) and shampoo medium (£0.23); Kleenex for Men (£0.32); Right Guard Double Protection (190g, £0.59); Brut 33 after shave (100ml, £0.99); Lil-lets super 20s (£0.42)—a Numark personalised pack; Andrex toilet tissue twin (£0.27); Brylcreem (140cc, £0.29); Head &



Shoulders (100g, £0.35); Paddi Pads 10s (£0.29); Polaroid Model 1000 camera (£20.95) and Polaroid Instant 10 camera (£12.99). Supplementary lines include Fashion Style perms, Polycolor and Polytint, Cream Silk, Kotex Brevia 10s. Optional extras are Valderma tubes, jar and soap; Rinstead pastilles; Meggazon; Chapstick lipbalm; Halls Mentholypus; Settlers; Zubes and Hedex. *Independent Chemists Marketing Ltd, Boreham Road, Warminster, Wilts.*

## Bonus terms for Merocet

The following are the 1978-79 bonus terms for Merocet lozenges: 36 display outers (864 cartons) invoiced as 28; 18 outers invoiced as 15; 6 outers invoiced as 5½. *Merrell Division, Richardson Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.*



# COUNTERPOINTS

## Pears add moisture lotion to their skin care range

A & F Pears Ltd, part of Elida Gibbs, announce the introduction of new Pears moisturising lotion. This product, they say, has been launched into a growing market where moisturisers are presently showing a volume growth of 4½ per cent per year and are worth £18½ million or 36 per cent of the total skin creams market.

The launch will be backed with advertising worth £720,000 in the first year, including a television and Press campaign. Pears moisturising lotion (125ml £0.80, 200ml £1.15) is available

in new translucent bottle. It has been designed with a cherry-coloured cap and printing to give a feminine, cosmetic appeal as well as being practical to use. The lotion is a delicate pink colour with a light floral perfume and is suitable for all skin types.

The advertised launch is expected to add to the images of Lasting Care hand lotion and Cleansing Care, face cleanser, so the company has also repackaged and relaunched these products in the same style as the moisturiser. Lasting Care now comes in a translucent bottle showing the

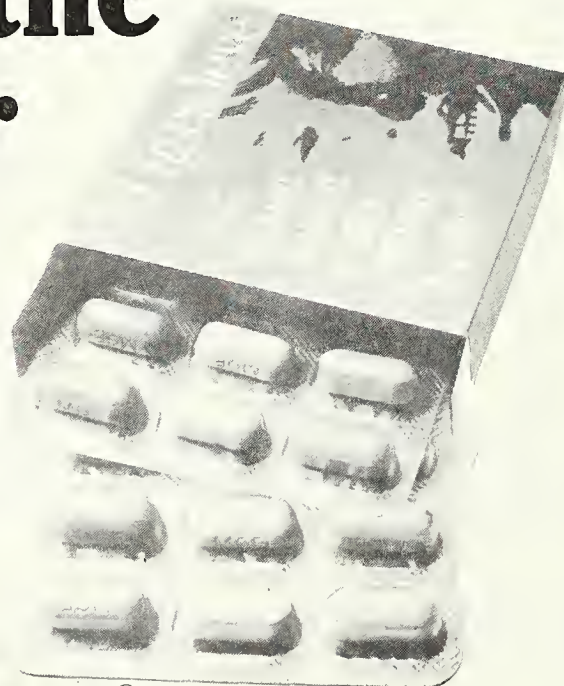


new peach colour of the hand lotion with brown printing and a brown cap and Cleansing Care comes in a pale green bottle with a darker green cap and printing. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

## Non-ergotamine Migraleve is the one anti-migraine specific you may sell over the counter

Over-the-counter sales of Migraleve are unaffected by any current legislation.

Over half a million prescriptions for Migraleve speak for themselves.



**NON-ERGOTAMINE**  
**Migraleve®**



International Laboratories Ltd. Lincoln Way, Windmill Road, Sunbury-on-Thames, TW16 7HN.

## Simplicity additions and Brevia changes

Kimberly-Clark are introducing Kotex Simplicity mini-pads as a range extension in the press-on towel sector of the san-pro market. This sector was worth £2.3 million in 1977; it is estimated that a further £1.1m will be added during 1978, and that by the end of 1979 it will have grown to nearly £6.5m. Group product manager, Barry Tubbs, explains: "There is a need for the mini-pad in our range—and it does not mean that market share will be taken from other sectors. There is a clearly defined need for a separate product for light-day usage and as a back-up protection for the tampon user."

Simplicity mini-pads (launch prices, 10s £0.19 and 20s £0.36) are said to have all the advantages of the larger towel—comfort, security and flushability. The launch is supported with full colour advertising in national women's magazines including *Woman's Own*, *New Love*, *Cosmopolitan*, *True Magazine*, *Company*, *Hers* and *Living*.

The company has also introduced an improved Brevia product. Consumer questioning 18 months after the introduction, has led to a number of design amendments. Brevia now has a quilted design, is slightly narrower and has a triple grip for greater security. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

## Repairs guide

The latest camera repairs price guide is available from *Granville Kirkup Ltd, Birchills House, Industrial Estate, Green Lane, Walsall, West Midlands.*



# a totally NEW CONCEPT!

NOW FROM THE MAKERS OF DOOM INSECTICIDE PRODUCTS, THE COMPLETE MOUSE KILLER.

## DOOM MOUSE KILLER AND BAIT BOX IS—

**EASIER** —Bait is contained in an infusion paper sachet attached within the bait box. There is no need to tear open sachets or expose bait. Simply remove the perforated entrance holes of the bait box and place in position.

**SAFER** —There's no need to touch the bait and the Patented DOOM BAIT BOX device gives added protection against contact with the bait by children and pets.

**FASTER** —DOOM is a humane one dose mouse killer for indoor use which works in ½ hour to a few hours.

**A PATENTED NEW FORMULA** — New formula contains Alphachloralose at 8.5% w/w but, unlike earlier competitor formulations, there are no temperature problems. DOOM MOUSE KILLER is completely effective in centrally heated homes and during the summer. It is also lethal to Warfarin Resistant or 'Super Mice'.

**PORTABLE** —There is sufficient bait in one unit to kill at least 5 mice, so once an area has been cleared, and because DOOM works fast the evidence is usually apparent, the bait box is simply relocated without fuss or mess.

**MINISTRY APPROVED** — DOOM MOUSE KILLER and BAIT BOX is approved by the Ministry of Agriculture, Fisheries and Food Pesticides Scheme.

Attractively packaged with 12 Bait boxes to a display outer, there is no need to hide DOOM MOUSE KILLER under the counter. It is safer and easier to use so, you can sell it with confidence.

**NAPA**  
Products Ltd

Bait Box Device Patented

## AVAILABLE FROM:

Wholesalers or direct from Bellair Cosmetics Ltd, New Road, Winsford, Cheshire, Tel: 2841.

Distributors in Ireland are William C. Knox & Son, Flush Park, Knockmore, Lisburn, Co. Antrim, Tel: 70562.



# PRESCRIPTION SPECIALITIES

## PHARMIDONE tablets

**Manufacturer:** Montedison Pharmaceuticals Ltd, Kingmaker House, Station Road, Barnet, Herts EN5 1NU.

**Description:** Yellow compressed tablets containing codeine phosphate 10mg, diphenhydramine hydrochloride 5mg, paracetamol 400mg, caffeine 50mg.

**Indications:** Analgesic.

**Contraindications:** Liver, renal disease.

**Dosage:** Adults and children over 12 years of age—one or two tablets every four hours up to a maximum of 10 tablets in 24 hours.

**Precautions:** May cause drowsiness; effect of alcohol and other sedatives may be potentiated.

**Packs:** 12 tablets, strip packed (£0.50 trade); 100 tablets (£4 trade).

**Supply restrictions:** Pharmacy only.

**Issued:** September, 1978.

## TALPEN syrup

**Manufacturer:** Beecham Research Laboratories, Beecham House, Great West Road, Brentford, TW8 9BD

**Description:** Powder for reconstitution. When reconstituted with water each 5 ml of suspension contains talampicillin napsylate equivalent to 125 mg talampicillin hydrochloride

**Indications:** Include acute and chronic bronchitis, pneumonia, ear, nose and

throat infections, gynaecological infections, urinary tract infections, skin and soft tissue infections, gonorrhoea

**Dosage:** *Adults*—10 ml three times daily (gonorrhoea 1.5g to 2g talampicillin hydrochloride, as a single dose); *Children*—2 to 10 years, 5 ml three times daily, under 2 years, equivalent of 3 to 7 mg talampicillin hydrochloride per kg body-weight three times daily. Dosage may be doubled in severe infections

**Storage:** In cool dry place. After reconstitution, preferably in a refrigerator and used within 7 days

**Dispensing diluent:** Syrup

**Packs:** 100 ml (£1.74 trade)

**Supply restrictions:** Prescription Only

**Issued:** September, 1978

## STROMBA injection

**Manufacturer:** Winthrop Laboratories, Sterling-Winthrop House, Surbiton-on-Thames, Surrey KT6 4PH.

**Description:** Clear glass 2ml ampoules, containing stanozolol 50mg in 1ml of aqueous suspension.

**Indications etc:** See literature.

**Storage:** Protect from light; thoroughly shake before use.

**Packs:** 10 ampoules (£18.30 trade).

**Supply restrictions:** Prescription only.

**Issued:** September 1978.

## Norval add to range

Norval tablets will be available in 20mg and 30mg strengths, as well as the current 10mg, from September 18. The 20mg tablets will be available as 100s (£11.50 trade) and the 30mg tablets as 3×10 blister packs (£5 trade) and 100s (£16.50 trade). The 10mg Norval tablets will also be available in 100s (£5.50 trade) and 500s (£27.50 trade). *Bencard, Great West Road, Brentford.*

## Chlorpropamide

Boots have introduced into their range chlorpropamide tablets 100mg (500, £8.02 trade) and 250mg (500, £17.62). *Boots Co Ltd, Thane Road, Nottingham.*

## Trandate 400 mg

Allen & Hanburys have introduced a 400mg strength of Trandate tablets (50, £7.76; 250, £36.88 trade) to facilitate dosage requirements. *Allen & Hanburys Ltd, Bethnal Green, London.*

## CVK tablets now white

Abbott Laboratories say that future CVK tablets will be white film-coated and not yellow as previously. *Abbott Laboratories Ltd, Queenborough, Kent.*

# We've come a long way since 1878.

We have been in business now for 100 years and in a century of changes, we too have changed. However, throughout this time our aim to provide quality has remained the same.

Whether you buy direct or through your wholesaler you may rely on our products and our service.

**Cuxson  
Gerrard**





# ON A SHOW OF HANDS BRITAIN'S BEST-SELLING HAND CREAM.

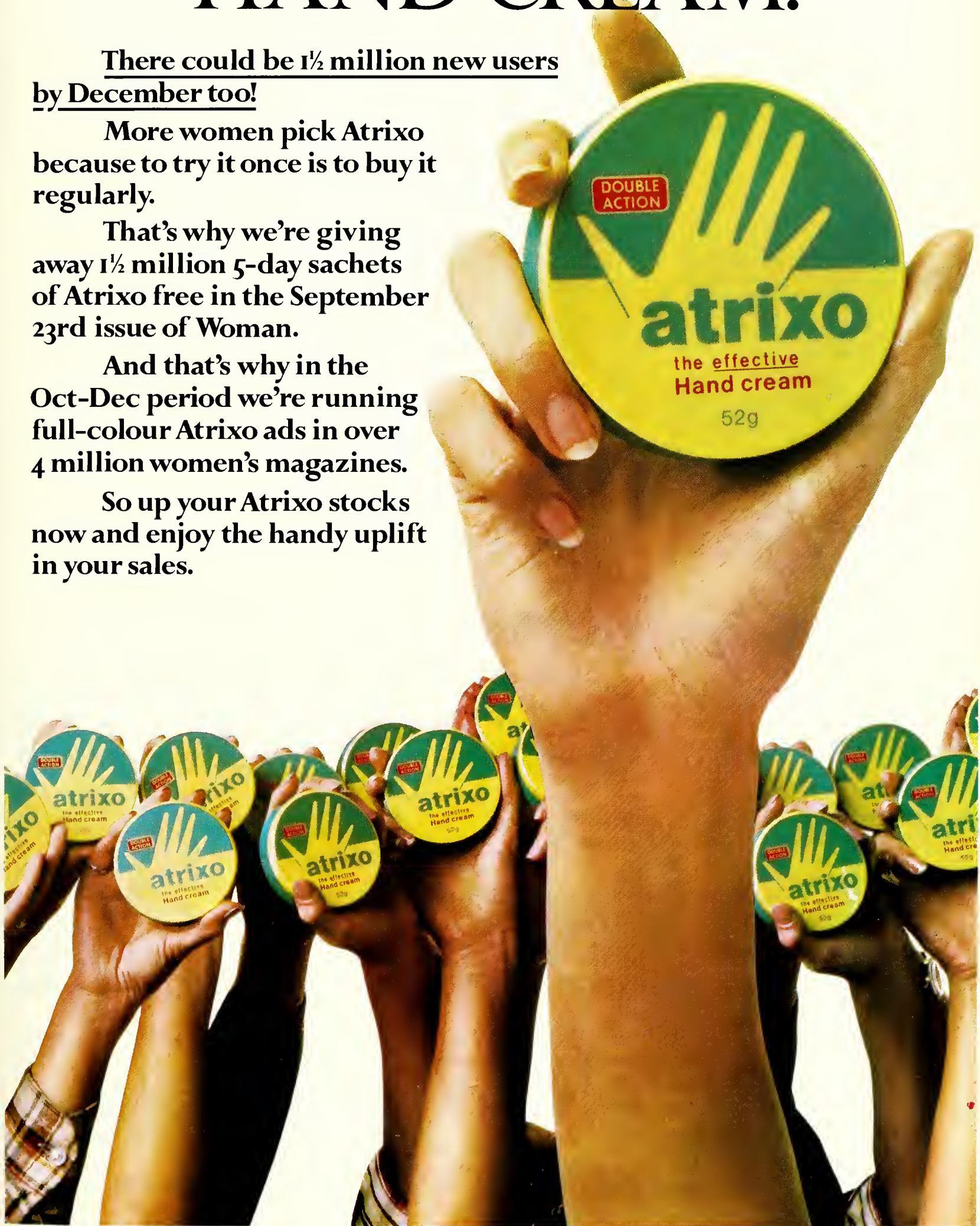
There could be 1½ million new users  
by December too!

More women pick Atrixo  
because to try it once is to buy it  
regularly.

That's why we're giving  
away 1½ million 5-day sachets  
of Atrixo free in the September  
23rd issue of Woman.

And that's why in the  
Oct-Dec period we're running  
full-colour Atrixo ads in over  
4 million women's magazines.

So up your Atrixo stocks  
now and enjoy the handy uplift  
in your sales.







## Nulon deals another winning hand

### Nulon: In the lead

Our new advertising campaign has been so successful, sales are still climbing. Last winter more women cared for their hands with Nulon than any other retail hand cream brand\*. And we're going to keep it that way this winter.

### Nulon: In the news

We're rerunning the 5 full colour ads that got so many hands reaching for Nulon. They'll be appearing in the top 17 women's magazines from September right through to the end of the year.

### Nulon: In your store

In the autumn we're playing another trump card. New promotional packs that make the most of the winter hand care season. A single purchase wins a 1979 Beauty Care Year Book for every customer. Plus a 10p coupon off a repeat Nulon purchase.

Be sure you hold all the right cards—stock and display Nulon.

\*IPC Cosmetics and Toiletries Survey 1977.



**Reckitt**  
The name behind the big brands  
**Toiletries**



# COUNTERPOINTS

## Two new driers mean more 'pistol power' from Philips

Philips are introducing two new hair-driers. Both lightweight models are said to be "attractively styled and competitively priced" and come complete with nozzle attachment and generous flex. The compact 1200w hairdrier (HP 4215) is said to be the company's most powerful model to date. In scarlet and black, the hairdrier has a round barrel nozzle and rectangular handle which houses a two-position slide selector to cater for normal drying at 600w on position 1, and rapid heat at 1200w on position 2. It is designed for fast, even drying, and can be rested upright on its end while still in use, enabling the user to switch from drying to styling. The hairdrier is double insulated and will not cause radio or television interference, has automatic thermal cut out and a 1.8m (ft) flex (£9.30 trade; average retail £11).

The compact 800w hairdrier (HP 4218) is described as one of the smallest and lightest on the market, and the first Philips hairdrier to be manufactured in the United Kingdom. It is a two-speed model, the hairdrier has a round barrel nozzle which is said to be designed to speed up air throughput. In coffee and cream colours, the hairdrier has an easy-grip rectangular handle and a



switch selector for slow drying at 400w and more rapid heat at 800w. This model is also double insulated, will not cause radio or television interference and can be rested upright on its end while still in use (£6.63 trade; average retail £8).

The new models reflect the firm's stated intention "to sell a range of top-quality hairdriers, free of gimmickry and attractively priced". Earlier this year Philips cut the price of the 400w model by 30 per cent, and introduced the new 550w hairdrier at under £7. *Philips Electrical Ltd, City House, 420 London Road, Croydon, Surrey.*

## Badedas display competition



A holiday for two in Baden-Baden, Germany, the Black Forest home of Badedas bath gel, will be the first prize in this year's Badedas in-store display competition, organised by Beecham Proprietaries. The competition, open to all stockists, has 25 runner-up prizes of Badedas towel sets.

Entrants are invited to use the new counter merchandiser, available through Beecham representatives, together with any other items, to provide the most

effective and imaginative display. Photographs of entries must be returned to Beecham by January 12, 1979, for judging.

The new counter merchandiser is designed to be used in a number of different ways, for example as a counter unit, a shelf unit, or an aisle end unit. Also available are three-dimensional window display units, (although competition prizes will be awarded for in-store displays only). *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

## Sensual Payot

Payot of Paris have introduced a range of lip crayons in six fashion colours called Les Sensuels (£1.75). The company believes that lip colour crayons are a natural follow-on from eye shadow pencils and have made them available in cerise, clementine, framboise, groseille, litchi and myrtille. *Payot Ltd, 139a New Bond Street, London W1Y 9FB.*

## Pomander withdrawn

Taylor of London Ltd have discontinued the Wedgwood Portland blue pomander but are continuing to sell Wedgwood blue jasper pomanders. *Taylor of London Ltd, The Dean, Alresford, Hants.*

## Display to boost Ralgex sales

LRC Products are stimulating winter sales of Ralgex by introducing a display card for the Ralgex spray. The free-standing card can be sited on counters or shelves, or in windows, and is said to be suitable for small or large stores. "The importance of effective display was successfully demonstrated recently," say LRC Products, "when a major retail chain increased its sales of Ralgex by over 13 per cent by featuring all the products in the Ralgex display tray."

The display card carries the headline



"Ralgex warms pain away—fast". Ralgex has been advertised regularly on television for seven years, and this year's national television advertising campaign is planned for December continuing into the new year. *LRC Products Ltd, Sanitas House, Stockwell Green, London.*

## Nail biter offer

Sally Hansen Nail Biter is currently being promoted at an offer price of £0.49 (rrp £0.56). The packs are flashed and crowners are available for merchandising. Sally Hansen claim that their Nail Biter needs only one application a day and stays on after washing or swimming. *Sally Hansen Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU.*

## ON TV NEXT WEEK

**Alka Seltzer:** All except Ln, M

**Anadin:** All except U, E

**Andrex:** All except Ln, U, E

**Brobat Bloo:** All areas

**Head & Shoulders:** Lc, WW, Y, Sc, So, A, U, G

**Macleans:** All areas

**Oil of Ulay:** All except E, CI

**Pure & Simple:** All areas

**Ribena:** All areas

**Topex:** All areas

**Vosene:** All areas



**NEW**  
**matey**  
**Shampoo.**

# Success is going to our head.

New Matey Shampoo builds on the runaway success of Matey Bubble Bath.

We'll be supporting the Matey brand with national advertising and promotions.

So stock and display new Matey Shampoo specially formulated to be kind to kids' eyes.



**Fun for kids  
and kind to eyes.**





## A summer close to disaster

by an independent proprietor in the London suburbs

As I look over my weekly takings figures for the last few months, one week stands out well apart from the rest. This was the week following the Bank Holiday at the end of May. Although a day short, it was our best week so far this year. And why? Because the sun shone and our sales of sunglasses and sun tan preparations can only be described as outstanding.

But one swallow doesn't make a summer and in general the sales of these items have been disappointingly low this year. Of the sun tan preparations the new Hawaiian Tropic turned out to be a great success: if only it wasn't so difficult to discover the exact differences between the various products in the range! Bergasol and Ambre Solaire have done reasonably well but again this year Delial has just not moved (with the exception of their baby product). Luckily this range is on sale or return, but even so I have had tied up a shelf in a good selling position with a product which has not earned its shelf rent.

### Superb arrangement

Two years ago we stocked Correna sunglasses which were paid for only after having been sold. This was a superb arrangement as it involved no investment of capital. Unfortunately the styles did not suit our customers and an excessively high proportion of people tried on their glasses and did not buy. I think Correna must have been as disappointed as I was, because they did not invite me to become a stockist last year. I decided to try Foster Grant's because they promised to come regularly to service the stand and replace slow moving stock with styles which were selling. They started off badly. I ordered a quantity of each of the four sizes of clipover glasses. Because only one size (the extra large I think) had been sent over from America I received the entire quantity in the one size. Admittedly they did take the excess back, but the order came late and I had to search around for another supplier, when most wholesalers had sold out. The regular visits from the representative to service the stand did not materialise and I had to resort to ordering blades and refusing to pay for them until something was done to honour their promise to service the stand. I think we were into July before I eventually saw a representative to exchange a couple of dozen glasses. Unfortunately the prices have so increased that the number of glasses I received in exchange was considerably less than the ones taken back, even though their value was the same.

There is a large price tab over the

nose-piece of these glasses which, although an excellent thief-proof device, does make it almost impossible to see what the glasses look like in a mirror. It would be much better to have something a little smaller, and less obtrusive.

What has saved us from having a disastrous summer is the developing and printing. Luckily a good number of our customers go abroad for their holidays and come back with three or four rolls of film. We use Tudor and in general their service is fast and the quality good. Their main fault is that they are geared up for the quick processing of Kodacolor work, which comes back in a day or two. But send in an Agfa film with perhaps a glossy finish required and the customer can wait two weeks. This would not be so bad if they let us have an up to date service time chart, but the one we are using at present is well over six months old and completely unreliable. They spend thousands a month on advertising yet cannot send me a new window sticker telling my customers that I give 10 per cent off all developing and printing. The one in my window is quite disreputable-looking, but requests for a replacement elicit the response that none are available at present. Giving a quick and reliable service is obviously a number one priority for any photographic processing company; but the back-up service for dealers is, for my money, more important than house magazines and dealer evenings.

### Excellent month for scripts

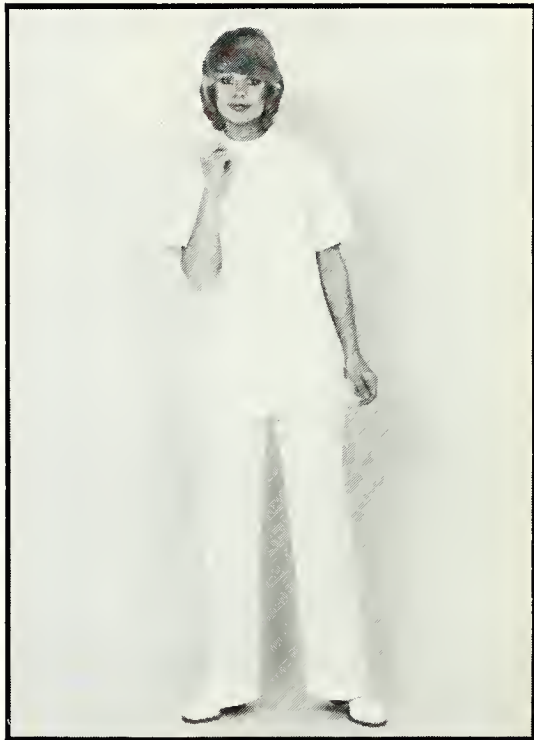
June was an excellent month for NHS dispensing. The high pollen count must have made life most unpleasant for those unfortunates who suffer from hay fever. It seemed that every second customer went out with either a Beconase or Rynacrom nasal spray. So not only were the script numbers high in May and June, but (in May at least) their value rose more than the usual.

One particular irritation which occurred more than usual was the presentation of FP10s for oral contraceptives not available in the UK, Microgynon 50 being the most frequently asked for. These come from girls on holiday here who have run out of their "pills". To offer what at first sight appears to be the nearest (say Eugynon 50 or Microgynon 30) is quite wrong because the oestrogen/progestogen balance is not the same. As other makes tend to have different compounds it is impossible to compare one brand with another to decide whether the hormonal balance is similar or not. For although at first sight the decision should lie with the pres-

criber, in practice what happens is that the doctor asks me to suggest a suitable alternative.

The disposable nappy market seems to be growing all the time, with a marked switch over to the ultimate in nappy convenience, Curity Snugglers. Sales of these products always peak in July and August when mothers who are prepared to wash nappies during the year are not going to do so whilst on holiday. The unavailability of Snugglers over the past few weeks has for me been the marketing catastrophe of the year and has lost me probably hundreds of pounds of turnover. There is no ring of confidence about Colgate for me!

## EQUIPMENT



### Two-piece white suit from Alexandra

A new two-piece white suit in polyester/cotton for ladies is one of a number of new items in the autumn mail order catalogue from Alexandra Overalls Ltd. Comprising a short-sleeved jacket and straight trousers, the new suit is expected to appeal to professions requiring a clean, smart appearance. The shaped jacket features a stand-up collar, button fastening to one side of the front and two hip pockets. The trousers come with metal zip fly, waistband belt loops and two inset side pockets.

Prices of all 80 garments in the new catalogue have been held stable since May 1977. They are expected to remain at the same level until at least early 1979. The free catalogue is available from *Alexandra Overalls Ltd, Alexandra House, King Square, Bristol BS2 8ET.*

### Air condenser

The Airflux is an air-cooled reflux condenser needing no constant running supply of water or a sink. The unit can therefore be placed away from the sink area. *Jencons (Scientific) Ltd, Mark Road, Hemel Hempstead, Herts.*



## Running into trouble with the bureaucracy

by Paul Hilden\*

Businesses, both large and small, can at any time run into a bureaucratic stone-wall.

It may be difficult to obtain a sensible reply from a government department. The local authority may seem to have swept aside your rights or may be administering its affairs in a way which affects your business premises. A case you may be pursuing runs up against officials who not only seem obstinate but insist on sending you incomprehensible replies. How do you deal with such situations in the most effective way?

As far as government departments are concerned, your first recourse is to the Member of Parliament for the area in which your business is situated. If he takes up a case on your behalf, then special attention will be paid by the Minister concerned to the points he raises. If, however, you feel that you have been made the victim of some gross injustice or if your MP has no more success than you, then you can ask that the matter be referred to the Parliamentary Commissioner—or "Ombudsman" as he is known. He can call for the files on your case and make a full investigation. Then if there is any merit in your complaint he reports to Parliament and usually the government department concerned is obliged to make amends. Remember, though, a case to the Parliamentary Ombudsman can only be made through an MP.

As far as local government is concerned, the matter should be raised first with the local authority and then with your local councillor. If there is no satisfaction, then you can ask your councillor to take the matter up with the Local Government Ombudsman, the Commissioner for Local Administration. On a refusal of your councillor to take the case up, you can go directly to the Commissioner by writing to him at 21 Queen Anne's Gate, London SW1. In the local government field he has similar powers to the Parliamentary Commissioner.

### The convicted employee

On many occasions when taking on staff, employers wish to know whether the prospective employee has ever been convicted of a crime. A specific question is asked to this effect. If the employee says he has never had a conviction and this later turns out to be untrue, there would probably be grounds for the fair dismissal of the individual. However, there is one major exception.

If the individual has what is known as a "spent" conviction, he does not

have to reveal it or admit it. If it is later found out and he is dismissed as a result then that dismissal will certainly be unfair and he will be entitled to compensation.

A conviction that can become "spent" in this way is where a prison sentence or some other punishment was given where the sentence was not more than 2½ years. For some sentences, there are fixed periods after which convictions become spent.

For example, a sentence of six months or less becomes spent after seven years; for a fine or community service order the conviction is wiped out after five years. In the case of a probation order the conviction is spent after one year or when the order expires—whichever is the longer. Most of the periods mentioned are halved if the person convicted was under 17 at the time. A sentence of over 2½ years never becomes "spent" and the slate is not wiped clean.

### Shop heating

Questions have arisen about the temperatures required to meet the legal requirements relating to the heating of shops and offices.

After one hour of the commencement of work, the temperature should have reached 16°C (60.8°F). However, where a shop or office is open to the public with people regularly coming in and out from the street, these limits do not apply. In these cases, however, staff must be given an opportunity of warming themselves from time to time.

### Probation on trial

Many businesses are worried about the effect of the unfair dismissal regulations on their position when taking on probationers or employees on a trial period.

It is felt that if at the end of the period the probationer or employee on trial turns out to be unsatisfactory, then it may be difficult to dismiss without running into a liability for compensation. In fact, provided the proper precautions are taken, the difficulty need not arise.

First, it should be remembered, that before an employee can qualify for unfair dismissal compensation, he must have served for six months with the employer in question. This period is measured from the day he joins until his last day of service. Thus if a business takes on a probationer for five months and then issues a week's notice if the probationer is unsatisfactory, no case arises.

Even if six months has elapsed before dismissal action is taken and the proba-

tioner manages to get his case before a Tribunal, provided the employer has acted properly he should win his case. Where probationers and trainees are concerned, the employer can show that he gave the trainee every chance to prove himself, that proper training was given, that proper supervision was exercised and that when the trainee was showing signs of proving inadequate, proper warning was given.

If these conditions are fulfilled, then provided the trainee is given an opportunity of stating his case and appealing against his dismissal, this should prove an adequate reason for dismissal.

### Safety of premises

For many years, it has been the legal duty of occupiers of business premises to see that they are safe, not only as far as employees are concerned, but also in respect of visitors to those premises. In the latter case, if a visitor was injured as a result of unsafe premises, he could sue the occupier at civil law for compensation for those injuries.

A new dimension has now been added by the Health and Safety at Work Act. In any circumstance in which a visitor could sue the business concerned, a prosecution can also be brought in the magistrates' courts against any person in the business whom the enforcement officer considers responsible for the unsafe condition of the premises.

Either an individual or the business itself can be prosecuted. Thus out of the same incident two separate legal actions can follow. First, the visitor can sue for compensation and second the business or an individual can be prosecuted. Although in the latter case it is possible to effect insurance against legal costs, it is not possible to take out insurance to cover against fines that may be imposed by the magistrates' courts.

### Drivers and insurance

If your business owns or leases and operates any kind of vehicle—whether private or commercial vehicles—take care when employing drivers for those vehicles. You will find that your insurance policy lays down that you should only use drivers with a full licence and there may be additional conditions imposing restrictions on the use of drivers who have had road traffic convictions.

Make sure that you have carried out a sufficient check to comply with conditions laid down. It is not sufficient to take a person's word that he possesses a valid licence. You should inspect it and ensure that it is free of endorsements.

If an accident occurs for which the driver is responsible and the insurance company discovers that you have not taken reasonable precautions to comply with the conditions, then liability on the policy can be repudiated and your business could face a heavy bill. This point is stressed because there has been an alarming increase in the number of businesses placed in this position where the appropriate checks on potential drivers have not been made.

\* Pen name of a barrister



# Airbal launch *Breathe Easy*

NEW

*Airbal*  
***Breathe Easy***

Relieves stuffy noses  
and eases breathing  
—while you sleep



Refillable

**A unique product for the relief of stuffy colds  
that completely outdates everything else on the market.**

A massive £300,000 nationwide TV campaign will reach 90% of housewives -  
over 40 peak spots between October '78 and February '79. Stock up now.



# Clean-up at the new Sensodyne

**Compact head** to search out and remove plaque in hard-to-reach areas.

**Special filament design** for efficient and comfortable plaque removal.

**All-nylon construction** can be immersed in hot water without damage.

**Plus the other Sensodyne features** straight handle, rounded contours, dense brushing surface, double end-rounded filaments – for safety and comfort.

**Now – the toothbrush dentists have been asking for**  
The new Sensodyne Searcher was designed after nationwide research which revealed that





# l smile with Searcher toothbrush

68% of dentists prefer a compact-head toothbrush with 3 rows of brushing filaments.

This design was almost twice as popular as any other.

## **Fastest growing toothbrush range**

Professionally-recommended toothbrushes have most growth potential in the toothbrush market for the retail chemist because he is uniquely placed to endorse the dentist's recommendation. And Sensodyne toothbrushes are the fastest-growing professional toothbrushes – sales are growing at near 100% per annum.

## **Big introductory offer for you**

There's a special launch bonus offer to the retail trade: we invoice you for only 10 of every dozen Sensodyne Searcher toothbrushes you order. On these terms you get over 16½p. profit on each Searcher brush – a margin of 41.7% when you sell at the R.S.P. of 43p. Order now through your Stafford-Miller representative or usual wholesaler.

## **Bright new toothbrush display stand**

We have developed a new display unit to hold supplies of all four Sensodyne toothbrushes – the new Searcher, plus Plaque Remover, Junior and Gentle.

## **Heavyweight professional promotion**

The Sensodyne Searcher is being launched in June with a high-impact advertising campaign to dentists. The Stafford-Miller professional dental representatives will be calling on dentists nationwide; they will be supported by direct mail and press advertising to make this the most heavily promoted professional brand.

Our retail representative will be calling to offer you one – or you can contact us direct.



**Stafford-Miller Ltd., Hatfield, Herts.**





**midas**  
foam bath

## Box clever, this Christmas.

Attractive gift packs and a new 750 ml. size will mean another record breaking Christmas for Midas. So box clever—Order now and stock the box that sells.

### **Display a little imagination**

Our representative will give you details of our exciting chemist only window display competition, or write for full details to:

Midas Window Display Competition,  
Beecham Toiletries, BHA 1, Brentford, Middlesex.

**BEECHAM  
TOILETRIES**

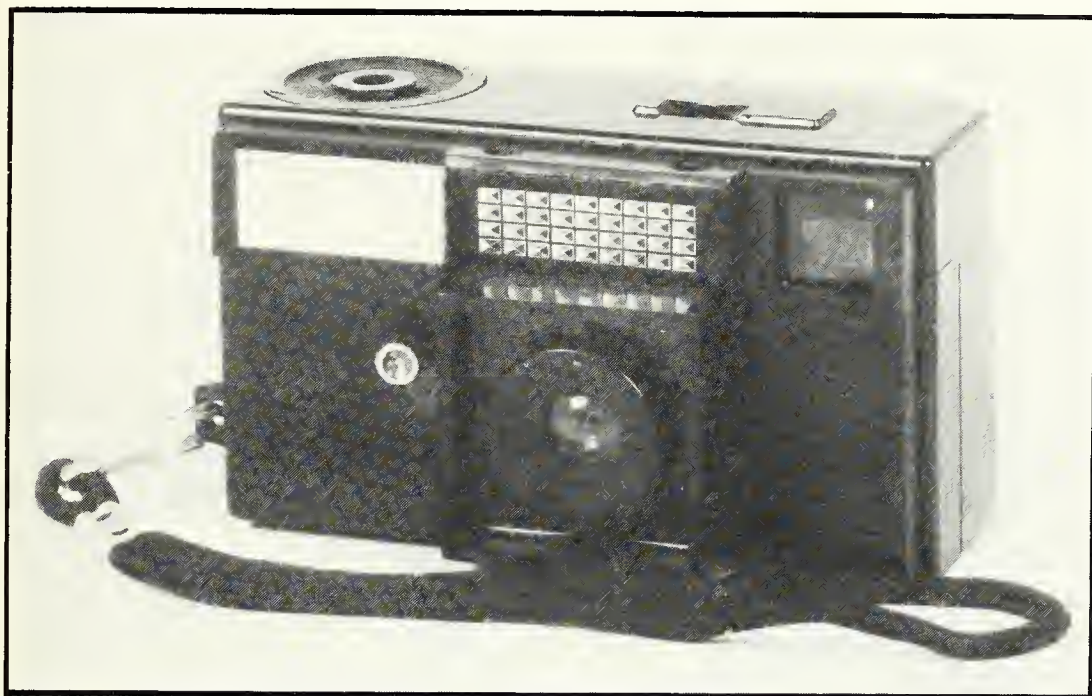
Beecham Proprietaries, Brentford, Middlesex.

*—sell through faster.*



# This competitor could revolutionise D & P trade

*Below, our photographic correspondent describes a new threat to traditional retailers, one which arrived unexpectedly through his letterbox. The consequences for pharmacies could be as great as the introduction of postal free film offers.*



Through my letter-box on one and the same day I received an insurance offer, a possible prize for using a detergent, the offer of some music LPs or cassettes if I smoked myself to death *and a camera*.

Naturally, what really interested me was the probability that I could have a colour camera for just £1.75, already loaded with a 20-exposure colour film. As it used to be advertised—no fuss, no bother, no acid, no batteries, even a child could use it. So, being a natural “sucker”, I sent off my £1.75 and waited expectantly for the miracle to happen. The literature stated that it was “The camera that revolutionises picture-taking”.

After three weeks of anxious waiting, nail-biting and so on, enthusiasm had somewhat waned. Impatient inquiries to our postman (who takes our interests to heart) revealed that cameras *had* been delivered in our area. Patience was obviously required. Eventually, the great day came and a small plastic camera arrived in a neat, returnable, foam-plastic inner in a card carton (only half of which was taken up by the camera; the other depressions suggested interesting future possibilities).

Full instructions, 1, 2 and 3, were clearly printed on the outside of the carton—it was all “ready to shoot”. So, after a day or two of wet weather (remembering the instruction to take pictures only in sunlight) we exposed the whole roll of 20 pictures at once, one after the other, to ensure the best possible results.

The carton required £0.15 for return postage—but, in order to expedite

matters, we put on stamps for £0.20 with a first class self-adhesive label to identify the package. Then came the next anxious period of waiting. How long would we content our souls in patience for the further expenditure of £2.95 for developing and printing?

Meanwhile we hummed Snow White’s D&P song “Some day my prints will come” . . . an old gag, but becoming somewhat stale. By now we’d also spent a penny under £5. So an inquiry was made to our bank to see whether the cheques had been cleared. They had. The first one 22 days after its dispatch and the second one eight days after.

Success! Three weeks to the day, back came the re-loaded camera and 19 prints. The 20th was only half-exposed due, apparently, to mis-loading of the camera—but, a credit for £0.12 was provided, so that didn’t seem too unfair, especially as we’d duplicated the shot just to make sure. By now the whole performance had taken seven weeks. The subsequent cameras and films are free, that is, only one charge of £1.75 is made.

Then we recalled the optimistic phrase “The camera that revolutionises picture-taking” and, at the same time, remembered that George Eastman had done precisely the same thing 90 years ago. His operation according to Brian Coe, curator of the Kodak Museum at Harrow, only took about 10 days. The time factor was determined by the amount of good light available for daylight printing. However, Kodak was more commercially alert, for the *first* item that was returned was the re-loaded camera so that you could go on picture-

taking while you waited for the first lot of prints to come back . . . it was sent by “return post” and, in those days, it really meant by return post.

The present prints were not bad by modern standards, even though they all showed an overall brownish cast. They were borderless, on a smooth surface and measured  $3\frac{1}{8} \times 3\frac{1}{2}$  ins. The negative material, although referred to as “126” format, turned out to be 35mm standard motion-picture perforated stock with a processing edge-notching at a pitch of approximately  $1\frac{1}{8}$  ins. The image area was a little under one inch square. The film-stock margin did not carry any manufacturer’s name, but there were black dots between the perforations.

The camera was then examined in some detail and the first point to be noticed was that the external self-adhesive sealing-tape held in place a snap-in back—this sealing-tape repeated the printed instructions on the carton. The film is not cassetted nor is there a feed-spool—the unexposed material is held lightly in a curved plastic shoe, winding up on to a spool rotated by the wind-on knob on the top of the camera body. The whole concept is simplicity.

Then, we came to the “free film” aspect of the matter. An inquiry to a major film-manufacturer elicited that bulk supplies of 35mm colour-negative material cost about £0.116 per foot, when bought in 1,000ft rolls. The length of film in the camera is approximately 2ft, representing a value of £0.23, which can hardly be considered a generous gesture in relation to the total costs.

## Total costs

	£
Return of envelope	0.09
Camera and film	1.75
Return of camera etc	0.20
Processing	2.95
	4.99
Per print (assuming 20)	0.25
Subsequent costs (camera free)	0.16
High Street range	0.15-0.17

One of the negatives was reprinted by another laboratory at our request, with a slight shift in colour balance that showed less of the original overall brownish cast and slightly better differentiation between yellows and whites. In all fairness, however, the average customer would probably accept any or all of the results without too much critical analysis. The assessment of colour is such a subjective matter that it is always extremely unwise to make dogmatic statements about it.

The whole operation does suggest, however, that a pharmacist-dealer or group of dealers might well look into the proposition of offering a similar camera-plus-free-film service (although of rather a more speedy character) to customers. The UK still lags behind other countries in the number of films-per-customer used each year—anything which can stimulate greater film sales and increased processing throughput is surely worth considering.



# The right lines The right quantities The right prices

**- A STOCK CONTROL SYSTEM THAT MAKES BUSINESS SENSE.**

Control your stock properly and you will lay a solid foundation for efficient profit-conscious retailing.

Vestric Vantage Automatic Stock Control is a computer-based system which answers the important questions for you — **when** to order and **how much** to order.

We place at your disposal one of the largest ICL computer installations in Europe to help **you** satisfy the needs of **your** customers for both ethicals and O.T.C.s.

Automatic Stock Control regulates stock holding, increases stock turn and releases capital tied up in wasteful over-stocking



Vantage members also benefit from a Tape-Ordering System which is free of charge and is more convenient than conventional ordering methods.

In short, Automatic Stock Control makes sure you stock just the lines your customers want, at the times they want them, and at prices to attract them.

And you cannot run a business better than that.

- ▲ *Stock-checking is simple — a tick or a dash in the special Stock Review Book.*
- ◀ *Tape-ordering — just dictate your order into the cassette recorder provided and hand the cassette to your Vestric delivery driver.*
- ▼ *Telephone sales staff also are available to help you with your order.*



If you would like to know more about the Vantage Programme, please contact your local Vestric branch manager or chemist representative.

**Vestric**  
**VANTAGE**\*

MANAGEMENT SYSTEMS FOR THE  
PROFESSIONAL RETAILER

**VANTAGE** is a trade mark of Vestric Limited



# WHOLESALE

## THE GOOD OLD DAYS

1978 viewed from 1984 by Cynicus

The year is 1984. Pharmaceutical wholesaling as it was known in 1978 no longer exists. Independent retail pharmacies are non-existent. Only High Street multiples and State-run health centre pharmacies remain. Why? Read on...

As I sit in my health centre dispensary filling in form BUMF 1001 (in triplicate) which allows me to order a few dressings for my immediate superior, Dr Dispensing, I can't help thinking about how I came to be here. It must go back to that autumn in 1978 when pharmacy went mad and committed commercial suicide.

I had my own business then. We retail pharmacists used to complain about our lot but at least we were independent. The government was reluctant to give us extra money but gradually Parliamentary and public pressure was beginning to force concessions for us. Our negotiators were just finding their feet when we swept the ground right out from under them. We let resale price maintenance on "ethical" medicines collapse!

How did that happen? In the good old days just before 1978 some of us could get some back door discounts from a local wholesaler and we could play one off against the other. Why did everyone have to jump on the bandwagon and spoil it for entrepreneurs like me? Once the wholesale price war started all retail pharmacists were given discounts, which was alright until the government decided to take the discounts away from us and cut the drug bill at a stroke. The manufacturers didn't suffer at the time—they still maintained their margins. The wholesalers had their margins officially trimmed and contractors had their on-cost diminished because of falling net ingredient costs. To make matters worse the wholesalers slashed their credit periods and all contractors had to find a lot of cash suddenly. Until then I'd always juggled my cash flow by holding back wholesaler payments—some gave up to ninety days credit in the good old days.

Then we found wholesaler stocks diminishing: some rarely used lines were not held at all. What a fag having to order them from the manufacturer direct, and what complaints from the public about having to wait

several days for their medicines. I don't get that now, at least, because Dr Dispensing controls his prescribing according to the government's list of products to be used. We can dispense Controlled Drugs straight away now, as well. When wholesalers cut their services, CDs were dropped because of the expense of keeping and documenting them for little turnover. That meant we either had to increase our shop stock and encourage burglaries or make the public wait.

On each of those good old days I could count on up to twelve deliveries by "perming" my wholesalers, and could give a first-class service to patients without holding great stocks. When wholesalers' profits were eroded so were their delivery services and up went my stock value and overdraft. Fortunately Dr Dispensing now gets our drugs via the Regional Supplies Officer on the same terms as the hospital contract and the government worries about the stockholding—the manufacturers (those that are left, that is) worry about the price!

Of course, in the good old days, I was very busy, with only as many staff as NHS remuneration would allow me to employ. Now I have so few responsibilities (Dr Dispensing takes care of all problems such as interactions using his desk-top computer terminal) that I can afford to help the receptionist issue repeat prescriptions.

Could we go back to the good old days? Not now, it's too late. Could we have held on to them? Probably, if resale price maintenance had been upheld. That would have required two things—manufacturers to support their prices and pharmacists to be less eager to play the discounting wholesalers off against each other. The trouble was that times appeared to be hard then and it was difficult to envisage them getting much worse. If only we had heeded the warnings and got together to fight for an end

to overt and underhand discounting instead of rushing over the cliff like lemmings. We were after all on a "cost plus" contract with the National Health Service—it just made our negotiators fight to uplift our remuneration all the harder. The government had already got a taste for taking money off us with the 1977 clawback of £11million from a reduced stockholding period.

The manager of A. Multiple Ltd seems to be going strong—his company didn't deal with wholesalers much and so did not miss their departure, although it did feel the effects of reduced remuneration.

Perhaps we could have followed the American ways of getting a retail franchise arrangement with a particular wholesaler. He would then have charged us for supplies at his cost price in return for a commission from us. But what would have happened if he couldn't supply some items? We wouldn't be allowed to buy elsewhere and our professional philosophy had always been to provide the best possible public service. Of course, I've heard that in America turnovers and prices are much higher and so wholesalers there can operate at profits as low as 1 per cent—could UK wholesalers have cut from their 3-4 per cent to that figure?

Perhaps nationalisation of independent pharmacies was the only way out once the service collapsed. If only I could have warned my colleagues back in 1978 when rational distribution of pharmacies and a new contract were achievable. When RPM broke down and independent pharmacies closed by the dozen rational distribution became impossible and nationalisation was the only solution for a Minister charged with providing a dispensing service under the NHS. In 1978, the bell was surely tolling for independent pharmacy and the profession as we knew it.

For you there may still be time...





## Some personal forecasts



A. Trotman

**"I expect to see a reduction in the number of wholesalers offering services to independent chemists in the near future".**

**A. Trotman, director, NPU Holdings**

Speaking as a director of NPU Holdings Ltd, I can understand that many National Pharmaceutical Association independent members are confused by current activity of some wholesalers and the complete lack of activity by others. The pharmaceutical Press has been doing a great service in alerting retail pharmacists to the worrying trends in pharmacy closures, growth of multiple chemists, swing of OTC sales into drug and food stores, and the consequent loss of market shares in the independent sector of pharmacy. Most retail pharmacists know that their trading problems hinge upon resale price maintenance, fragmentation of purchasing and wholesalers themselves.

Voluntary resale price maintenance on "ethical" medicines has provided a basic trading stability for both retail and wholesale chemists. It has facilitated the continuance of an "ethical" high frequency service which is important for small and medium sized independent pharmacists in particular.

"Ethical" medicines normally represent the backbone of wholesale chemist company sales and profitability. With prices on "ethicals" running at higher than the national average rate of inflation, and with wholesalers' gross profit margins tied to the sterling value of sales, it is understandable that despite their problems of finding fresh capital to finance increased stock values, etc,

and the manufacturers' increasing pressure of reduced credit facilities, the great emphasis on the part of wholesalers continues to be placed on gaining increased penetration of independent chemist "ethical" business.

Only a few years ago most established wholesale chemist companies regarded OTC products as service lines for independent retail chemists. Accordingly, little sales or marketing emphasis has been devoted to helping independent retail chemists increase OTC sales. With the introduction of chemist voluntary trading groups in 1974, independent chemists have increasingly received support on OTC sales from wholesalers by way of price reductions and special offers, etc. Since that time there has been a growing recognition on the part of wholesalers that in order to protect their own "ethical" sales they must provide independent chemists with a comprehensive and price competitive service on OTC products.

The continuance of RPM on "ethicals" has to some extent overshadowed the objectivity of chemist group trading on OTC products. In isolated instances, chemist voluntary group trading has been exploited in the pursuance of increased "ethical" sales and profits. In essence, whilst RPM gives a form of protection to both retailers and wholesalers, it has also been restrictive in building an effective and aggressive marketing function to support independent chemists in fighting their retail competitors and in the development of a value price image. RPM on "ethicals" is breaking down. Only the most effective and economic wholesalers will survive.

Independent chemists, with total shop sales between £50,000-£100,000 per year, must now reconcile themselves that progressive economics will dictate that they must place the bulk of their business—"ethicals" and OTC—with one wholesaler, and the remainder with a secondary wholesaler. Only the very largest of independent chemists can expect to retain the services of three, four or even five wholesalers as at present.

Fragmentation of buying, selling and promotion on the part of independent chemists is a great marketing weakness. Independent chemists are low in number and low in volume compared with other retailers. Currently there are approximately 8,700 independent pharmacies trading within the UK compared with an estimated 100,000 other shops which handle the top selling products normally regarded as traditional chemist lines. Boots and all other multiple chemists control around 2,000 shops and conduct approximately 60 per cent of all toiletry

sales in pharmacies. Currently, independent chemists, while operating 80 per cent of pharmacies, conduct less than 40 per cent of sterling sales.

If independent chemists are to compete for toiletry and cosmetic sales and profits, they must recognise that the best and perhaps the only way of succeeding is to join together with fellow retail pharmacists and selected wholesale chemist companies, and in so doing achieve the scale and economy from scale that is necessary to fight competition effectively. This means group trading on a national scale.

The key to successful voluntary group trading is in the hands of whole- and selling resources of group wholesalers is it possible to match the scale achieved by competitors. A good start has been made in recent years as more and more retail chemists are concentrating their purchases on wholesalers. In 1973 independent retailers were purchasing 32 per cent of their OTC goods direct from manufacturers—in 1977 it was down to 20 per cent.

I expect to see a reduction in the number of wholesalers offering services to independent chemists in the near future. It is therefore important for NPA members to look beyond the short term price benefits currently being offered. In the long term independent chemists can survive if they commit themselves to a financially sound wholesale company that is capable of offering not only economic prices based on an effective distribution system, but also is prepared to accept the same degree of commitment to a national trading symbol sought from the customer.

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**"There is every evidence that competition-linked promotions, with strong advertising back-up, have rapidly achieved a vitally important role in retrieving business for the independent pharmacy".**

**P. Dodd, managing director, Unichem Ltd.**

I welcome this opportunity to comment on the role of Unichem within the current pharmaceutical wholesale scene.

Unichem have long been the largest independent and, in this ruby anniversary year, have become established firmly in the "second spot" in the overall turnover league. Size on its own, however, is not the most important factor, except in so far as it enables Unichem to have the growing strength to work and speak for the independent retailer.

Unichem are the only wholesalers of any size owned and controlled by the pharmacists being served, and, as they do





not offer any services to the big multiples or to dispensing doctors, can justly claim to be the only organisation operating exclusively in the interests of independent pharmacists.

Over the past 12 months Unichem have inaugurated two new ventures, each of which has brought a new dimension to retail pharmacy. The first, consumer promotions, was launched with "Spot the savings" in October 1977 and the fourth promotion "Carry on saving" is planned for October this year. Each promotion, so far, has brought a growing response both in the support from members and in the level of participation from consumers. There is every evidence that these competition-linked promotions, with strong national Press, television and radio advertising back-up, have rapidly achieved a vitally important role in retrieving business for the independent pharmacy and in making the public aware that the multiples and grocery



P. J. Dodd

chains do not have the monopoly when it comes to value for money.

The other venture, PROSPER, will undoubtedly have an even more major impact on retail pharmacy. Not only does the system streamline the whole operation of both stock control and order placing, but it also enables the pharmacist to use his resources, of both finance and space, to produce both maximum profitability and consumer satisfaction.

The significance behind the development of both of these projects is that they are the result of long term planning by Unichem, who have had the specific needs of the independent retailers as their sole objective. The enthusiastic reception by members of firstly the consumer promotions and more recently the PROSPER system and, *pari passu* with this, the unabated flow of new members

suggests that Unichem have the right formula for independent retail pharmacy.

Members appear to appreciate that, to get the maximum benefit from what Unichem have to offer, there must be some element of involvement, whether it is identification by displaying the publicly recognised green and black symbol or acceptance of the slight change which the installation of PROSPER may necessitate. Members are keenly aware that in participating they do not stand to lose any degree of independence. Unichem do not seek to erode this independence nor do they operate retail pharmacies in direct competition with members.

Unichem will, in the future, continue to concentrate exclusively on the advancement of the independent retailer, rather than for the benefit of financial investors. However far-reaching changes in pharmaceutical wholesaling may be in the future, Unichem will retain this advantage and will, in my view, become the acknowledged and accepted leader.

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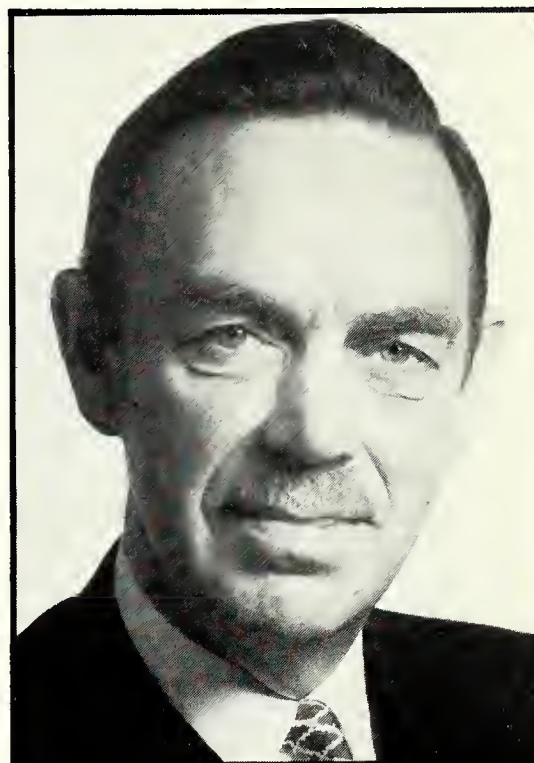
"Should RPM cease to exist, this could only lead to very serious consequences for the retail pharmacist and for the ultimate consumer of 'ethical' pharmaceuticals".

J. Stewart, managing director, Vestric Ltd.

Vestric have a national network of 40 branches and depots offering a service to all retail pharmacies and hospitals. With the exception of the off-shore islands and some of the more remote areas of Scotland, all deliveries are made by our own 400 vehicles. We also operate an internal trunking service for the movement of goods between branches.

Our business philosophy is quite clear. We are first and foremost "ethical" pharmaceutical distributors. Our prime reason for existence is to maintain a first class "ethicals" service to pharmacies and hospitals and our major concern, therefore, is the storage and control of stocks. We aim for and achieve a 98 per cent supply level of all "ethicals" ordered, a regular average twice daily delivery to all customers, and the shortest possible lead time consistent with efficiency and costs.

One of the fastest growing areas of development is computer technology and we are at present installing a new generation of computers—three ICL 2960 machines which will replace our present 1900 machines. These, together with new peripheral equipment, will give us greater flexibility and ability to work more closely with pharmacies and hospitals. Our computer is linked live to all branches. It handles our complete order-receiving, pricing and accounting programmes, maintains our stock control programme reviewing each product



J. C. Stewart

every five days, assists with the forecast of forward demand and maintains the Vantage automatic stock control programme for the retail pharmacies currently using the system. We believe that our computer system is the best available to take advantage of the next most likely development in retail pharmacy, point of sale data capture.

We are well aware of the problems currently faced by the retail pharmacy. A poor return from the National Health Service, the development of retail chemist groups, and competition from grocers, the variety stores and supermarkets, which has reduced the share of those markets traditionally associated with retail pharmacy. We are also well aware that the number of retail pharmacies had been reducing at about 250 a year but we believe that this reduction will continue to slow down considerably and that the independent pharmacy will certainly exist for the foreseeable future. However, it will be necessary for both wholesalers and retailers to work closely to the mutual advantage and support of each other.

Another important factor in the future of the retail pharmacy is the future of resale price maintenance. Should RPM cease to exist, this could only lead to very serious consequences for the retail pharmacist and for the ultimate consumer of "ethical" pharmaceuticals. These consequences could include a very much reduced service by wholesalers, a reduction in credit allowed and—possibly most important—a reduction in NHS remuneration.

Vestric will continue to support RPM as being in the best interests of retail pharmacy and believe that customers will see the advantage of this. However, should RPM effectively cease to exist then Vestric will change its policy to meet the contingency.



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## The services provided

### Eastern

Price and service are the strong points of Eastern Wholesale Chemists Ltd, says managing director, Mr A. Wolpert. All the 3,000 OTC lines stocked are subject to a 10 per cent discount off C&D Price List rates and a bonus list of 180 products is issued each month. Quoted prices are at the reduced rates. In addition two or three lines are sold at special prices by telephone order staff "to add interest".

Prices are increased on the first of each month (unless retained on the bonus list) so that customers could also take advantage if the manufacturers' prices rose during the previous month. Eastern do not split outers, but Mr Wolpert believes that few chemists could not afford to buy in the outer sizes of today.

Eastern are based in Hunts Lane, Stratford, London E15, and service an area within Chiswick, Stanmore, Enfield, Southend and Battersea, including all London. The company operates from a 20,000 sq ft warehouse using five vans to deliver up to four times a week in central areas and twice a week further out. However, Mr Wolpert says he could increase deliveries if requested and if they were made viable. He feels a measure of his success is that he does not have to search for new customers; "they come by word of mouth". Because of computerised pricing, customers receive invoices the day after goods delivery, although if required an invoice with goods could be provided. Mr Wolpert points out that an invoice with goods is not necessary if the retailer has a C&D Price List and a bonus sheet.

For the future, Mr Wolpert expects to open more depots, the first in Essex. He is experimenting with visual display unit order taking for probable introduction in about a year. He does not



Order assembly at Unichem, Willesden

expect to take "ethicals" into his stock range unless the time arrives when he can reduce prices legitimately by 10 per cent. *Eastern Wholesale Chemists Ltd, Hunts Lane, Stratford, London E15.*

### Unichem

Over 3,500 of Unichem's 4,500 customers are shareholder members, the company says. For membership the investment is a minimum of £600 for one shop and £1,000 for two or more, which may be subscribed on an instalment basis. In accordance with the rules of the Society, the amount invested may be withdrawn at par.

In addition to earning interest on their shareholding, based on Bank of England minimum lending rate, Unichem say members qualify for a profit sharing rebate in proportion to each individual's purchases of non-RPM lines—total distributions for 1977 trading were nearly £1¼ million. The 1977 rebate was a basic 6 per cent on a minimum turnover of £800 and up to a further 2 per cent on individual profitability to Unichem.

Twelve branches cover England, Scotland and Wales maintaining up to three times a day delivery using a total fleet of over 300 vehicles. The service is exclusive to privately-owned pharmacies,

Unichem stress. The stock range comprises 20,000 lines, including branded "ethicals", generics, galenicals, surgicals, OTC medicines, toiletries, sunglasses, photographic, sundries and own brand goods. Doctors' consulting room requisites are stocked for supply only through chemists. Particular emphasis is placed on surgical hosiery and ostomy care—each branch has an "expert" to help customers with queries.

In addition to profit participation, Unichem offer various promotional opportunities. The "profitable buying" (PB) scheme includes 3,000 lines in unit-pack quantities at a discount of 6 per cent off normal trade prices; "bargain buys" provide monthly, fast-moving lines at special discounts; members receive exclusive brand-leader promotions; films, cameras, sunglasses, sandals, hot water bottles, etc, are promoted seasonally.

Unichem claim to have led the way in the UK in moulding the computer to meet specific needs of retail pharmacy. WOLF (warehouse on line facilities) can provide to customers stock availability report, invoice with goods and recommended retail prices. PROSPER is said to be the most advanced computer system in pharmaceutical distribution (C&D, July 15, p89). By this system, retailers' shelves are fully labelled with product codes, daily wants are recorded on a hand-held micro-computer terminal, the recorded order is transferred to Unichem's head office computer when decided, goods are delivered with invoice and a set of price stickers for products supplied. Management information is also available.

An aspect important to Unichem they say, is the close relationship maintained between members and management. *Unichem Ltd, Crown House, Morden, Surrey SM4 5EF.*

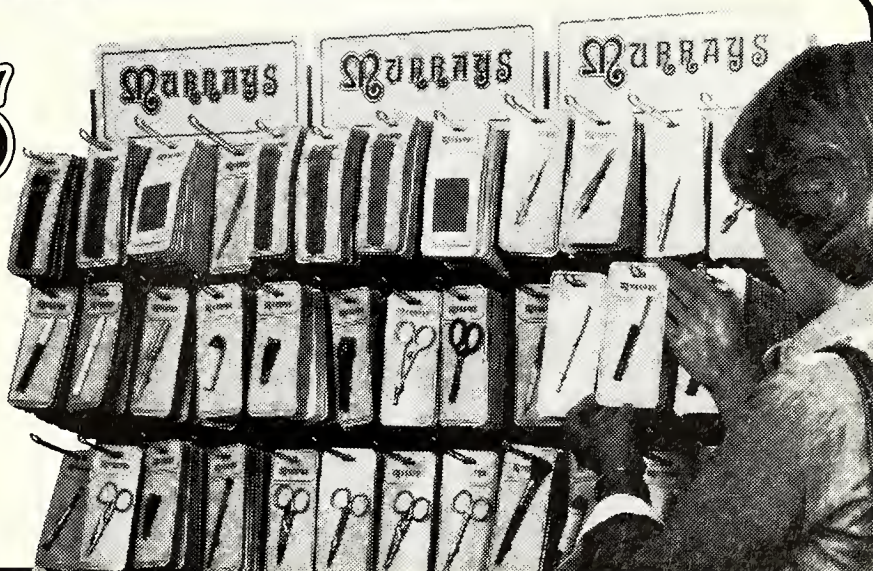
More on p 416

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## Services

*Continued from p415*

### Onward members

Onward Pharmaceutical Services Ltd is an organisation comprising 14 independent pharmaceutical wholesaling companies operating more than 20 depots. All the companies are concerned about the future viability of independent pharmacies, the continued reduction in the number of retail establishments and that the future of pharmaceutical wholesaling appears to be substantially outside the control of the wholesalers.

The Onward wholesalers offer a range of services including negotiation and arrangements for finance, advice and assistance regarding property, stocks, VAT, etc. The organisation says that where a retailer is contemplating selling his business there are several alternatives to selling to a multiple. In such cases, the independent business could find it to his advantage to discuss matters with his local independent wholesaler in the first instance.

Member companies are: Ayrtton, Saunders & Co Ltd, Liverpool and Stoke-on-Trent; Bleasdale Ltd, York;

E. H. Butler & Son Ltd, Leicester and Northampton; W. T. Coltman Ltd, Middlesbrough; Richard Daniel & Son Ltd, Derby, Chesterfield, Ashton-under-Lyne; Herbert Ferryman Ltd, Southampton, Portsmouth and Aldershot; Grimwade, Ridley & Co Ltd, Ipswich; Hall Foster & Co Ltd, Newcastle upon Tyne; F. Maltby & Sons Ltd, Lincoln; I. N. Rabin Ltd, London; Raimes, Clark & Co Ltd, Edinburgh; Ridley (Wholesale Chemists) Ltd, Carlisle; Smith & Hill (Chemists) Ltd, Sheffield, Doncaster and Derby; James Taylor (Trongate) Ltd, Clydebank and Dundee; T. A. Ward & Co Ltd, Blackburn. *Onward Pharmaceutical Services Ltd, 6 Brunswick Street, Carlisle.*

### Macarthy's group

Macarthy's say that in addition to dispensary products and chemist only proprietaries customers can obtain a wide range of OTC goods, although they may be supplied from separate depots. For example, Dorlings of Dagenham offers an OTC service to customers served by Macarthy's depots in Essex, east London and Kent. Macarthy's' depots in Birmingham, Caerphilly and Cheltenham and Martindales in Norwich, Cambridge, Weedon and East Grinstead carry both.

The group also offers specialised services, supplying surgical sundries with the expertise of Macarthy's Surgical Ltd when necessary. Macarthy's Laboratories Ltd manufacture standard formula medicines available from the wholesaling division, and the small scale manufacturing or "specials" department provides a service to chemist and hospital customers.

The company says that although Macarthy's involvement in OTC merchandise is rapidly increasing because of its Numark connection, the pharmaceutical bias is still strong and 14 pharmacists hold senior executive positions within the wholesaling operation. Personal experience of retail or hospital pharmacy is a necessary qualification for graduates who join the company. Macarthy's claim to have the largest franchise area among ICML wholesalers with Numark depots at Dartford, Whitefield, Norwich, Dagenham, Caerphilly and Cheltenham.

Macarthy's, 15 years ago, pioneered an "invoice with goods" procedure, now a common feature of UK wholesaling. Within the past 18 months they have converted all but two depots, to a computerised invoicing and stock control system. Four Sperry Univac 90/30 computers housed at Romford serve

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processors and visual display units in 20 depots. Order-takers can have "up to the second" stock information to meet customer inquiries and by removal of the previous invoicing process, a consequent improvement in delivery times to many customers has been achieved. Improvements are also claimed in the presentation of invoices and statements, to minimise customers' administrative work and further development is progressing to provide enhanced management information to the company and customers. *Macarthy's Ltd, Chesham House, Chesham Close, Romford.*

## Barclays

Barclays say that as a result of planned acquisitions and growth, they have developed rapidly to become "the national company with the local service". Family firms with traditional service and co-operation have been integrated and their strengths complemented with modern marketing, sales technology and computer systems.

Barclays have concentrated on providing a first class prescription service. The company is installing a series of mini-computers so that a customer on the telephone may be told if the goods are in stock and the price. The customer would receive an invoice with goods. An increasing range of "own label" generic tablets and packed goods is being produced at competitive prices they say.

The prescription service is provided through 28 strategically sited depots and Barclays claim to serve over 4,500 chemists throughout the UK.

Claiming to deliver prescription products within 90 minutes on average Barclays say that telephone orders are dealt with quickly by experienced specially trained staff. Price lists and catalogues detail the full range available. The surgical sundries catalogue is divided into two sections, the first containing any Drug Tariff and prescription items available from all depots, and the second dealing with specialist surgical and rehabilitation products.

Increasingly it became obvious, say Barclays, that to serve pharmacy properly, an effective marriage of a prescription and an efficient price competitive OTC service was required. Therefore the interests of Barclays were combined with Enterprise, the voluntary trading organisation of Branded Goods, which was acquired by Dixons Photographic Ltd, the owner of Barclays (*C&D*, Aug 12, p240). Following the acquisition Barclays will maintain a high frequency OTC and "split" service, whilst Branded Goods will retain the low cost distribution service.

Branded Goods Wholesale (Stoke on Trent) Ltd offer around 2,500 OTC lines at net prices which they claim are

better than can be obtained through any other distributive source. A salesman calls on a weekly basis and deliveries are effected within two working days together with an invoice.

Enterprise is the VTO arm of Branded Goods (*C&D*, January 22, 1977, p74). A membership fee of £150 is required. Enterprise has a corporate identity scheme (*C&D*, June 24, p1026) which it says retains the benefits of individuality but maximises the gains from interdependence avoiding the total isolation of independence. Ten branded proprietaries are promoted each month, negotiated and planned in consultation with members through an elected committee. Point-of-sale support material is also

provided and a cartoon character, Enterprise Ernie, is used to identify the promotions. Ernie is also used in the ATV and Granada television campaigns (20 x 15 second spots) to support each monthly promotion. The Enterprise own label programme will be extended to products of Barclays and Westons who, as part of Dixons, will be participating in the Enterprise scheme.

Further developments include expanding Enterprise to national coverage, and the provision of advice on legal and professional, staff training, and industrial relations matters and an extension of the accounting service. *Barclays, 1A Avery Row, London W1X 9HF.*

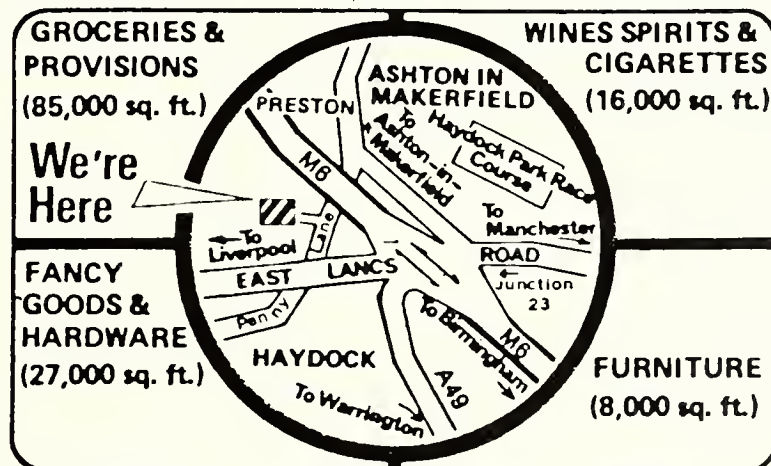
More on p419

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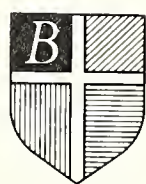
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## Services

Continued from p417

### Nurdin & Peacock

Nurdin & Peacock Ltd, cash and carry wholesalers, have been established for some 170 years, and have 25 warehouses—with a 26th opening this year in Plymouth. Associate director, Mr R. Bevis, says that because cash and carry is essentially a low cost operation, it should be attractive to all *bona fide* traders. The company serves the trader who is able to purchase goods in wholesale quantities on an all-the-year-round basis for resale from rated business premises. N&P stress that they do not compete with their customers—they neither own nor control any shops nor do they serve the public.

Mr Bevis feels most pharmacies could use cash and carry warehouses on a limited scale; drug stores would perhaps be more regular customers. Cash and carry wholesalers do not operate a delivery service nor do they offer credit, both facilities being most attractive to chemists. However, he says N&P offer a wide range of merchandise that could be sold by chemists. Regular promotions are mounted by manufacturers in collaboration with N&P, Elida Gibbs being especially prominent. Mr Bevis suggests chemists contact the manager of their nearest branch to discuss regular trading. Additional services available to customers are business consultancy, including shop layout and merchandising, pension advice, insurance and a VAT book-keeping service. *Nurdin & Peacock Ltd, Bushey Road, Raynes Park, London SW20.*

### Vestric

Vestric Ltd, with a head office at Runcorn, Cheshire, and 40 branches claim to be the largest distributor in the UK. Turnover last year was £127.5 million. Although the company is primarily an "ethicals" distributor, OTC products have not been neglected. In 1975, the Vantage programme was launched. Vestric say it is a unique mix of modern business systems to help the 2,400 members run their businesses more profitably and project a "value for money image" to the consumer. The elements of Vantage are charged separately but a total package would cost about £60 per year. The main services are:—

**Automatic stock control:** An ordering system calculated to provide an annual stock turn of 10 times a year for OTCs and 13 times a year for "ethicals".

**Tape ordering:** Reduces the time spent in placing orders and increases the accuracy of order entry. Deliveries can

be planned. Tape ordering also reduces the number of delivery notes and invoices. A recorder is supplied free to Vantage members.

**Management information:** On product performance and product contributions. It helps plan cash flow.

**Special terms:** Apply to about 1,800 OTC lines enabling consistently low prices on high volume products.

**Merchandising and display:** Aimed at increasing sales and profits by a range of promotional aids.

Every member of Vantage is visited regularly by a senior representative, the company says. Vestric also feature around two dozen national promotions each month available to all customers. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.*

### Numark

On a national basis, Numark chemists number one in four of National Pharmaceutical Association members with higher penetration in some franchise areas, Independent Chemists Marketing Ltd say. Numark chemists' growth has been Numark wholesalers' growth because with progressively increased sales, new warehouses, depots and space have been employed. The Numark low cost distribution system has enabled members to buy over 2,000 OTC products from around 60 manufacturers at lower prices. ICML say that buying price is a prerequisite of selling price and members are building a value-for-money image by offering highly competitive reductions. National promotions are supported by advertising and merchandising materials.

Training and personnel development has been a high priority from the outset say ICML. All Numark wholesalers' sales staff are trained to think "retail" and to provide practical assistance in helping chemists win back sales and market shares lost to multiples and other competitors. Retail management services cover shop development including site assessment, merchandising and marketing information. ICML say practical experience suggests that with little or no capital investment, a simple re-merchandising exercise can increase sales by more than 20 per cent. Retail liaison committees form a link between chemists and wholesalers to facilitate mutual aims and needs. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

### Paul Murray

Paul Murray Ltd of Chandlers Ford, Hampshire, have been established for 15 years as sundries distributors and now operate in south and south west England and the Channel Islands. Managing director, Peter Murray, forecasts an increasing

divergence between "ethical", toiletries and sundries wholesaling because of the inherent differences in the nature of their distribution. He says that with attractive packaging and presentation aimed at the impulsive buyer, sundries have proved to be highly successful and profitable.

Paul Murray Ltd distribute a comprehensive range of sundries including hair care, manicure aids, face cloths, toilet holdalls and cosmetic bags, baby requisites, sunglasses, hot water bottles, etc. Brand names include Lady Jayne, Polaroid, Kent, Foster Grant, Concorde, Mason Pearson and Mandelle. Under the name Murrays, the company has also introduced a range of manicure and beauty aids supplied with display panels. *Paul Murray Ltd, Speedwell Close, Chandlers Ford Industrial Estate, Eastleigh, Hants.*



Sundries from Paul Murray

### Herbert Ferryman

Numark Wholesaler, Herbert Ferryman Ltd, believe that wholesalers should take a far greater interest in their customers' problems and by assessing those, try to put together cures, or at least provide assistance. The managing director, Mr W. M. Cox says the more successful the independent as a pharmacist, the less time he can devote to other aspects of business. To what other professionals can he turn for advice? His banker, his accountant and his solicitor. Most independent retail pharmacists have sales between £50,000-£150,000 per annum. Do the fees made possible by such businesses stir advisers into making a useful contribution to the business?, Mr Cox asks. How many accountants have to be pushed into providing accounts, even six months after the end of a financial year? How many pharmacists approaching their bank manager

Continued on p423



# WHOLESALE



Associated companies are shown under the parent's name  
Some depots represent more than one organisation



# NURDIN<sup>£</sup> LTD PEACOCK

THE *Cash and Carry* WHOLESALERS

HEAD OFFICE: BUSHEY ROAD, RAYNES PARK, LONDON SW20 0JJ.

**...supply quality O.T.C products for health and home care at attractive profit margins...**



OFFERS AVAILABLE FROM 11th until 29th SEPTEMBER, 1978

PRODUCT	SIZE	COST	MRP	R S P	PROFIT ON RETURN
Harmony Hairspray	12 x STD.	£2.77	<del>46p</del>	32p	22%
S.R. Toothpaste	12 x Large	£2.26	<del>41p</del>	26p	21.7%
Pears Shampoo	12 x 75cc	£1.99	<del>35p</del>	23p	22%
Steradent Tablets	24 x 20's	£4.45	<del>31p</del>	26p	22.9%
Aspro Clear	36 x 4s	£1.93	retail at 10p		42%
Aspro Clear	12 x 16s	£1.93	retail at 30p		42%
Bic Disposable Razors (3s plus 1 free)	10 s/w	£1.15	<del>24p</del>	17p	26.9%

ALL OFFERS SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE

**We do not compete with our customers. We neither own nor control any retail shops.  
We neither wish nor intend to serve members of the general public.**

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BRIGHTON  
Tel 0273-418822

COLCHESTER  
Tel 0206-71281

DAGENHAM  
Tel 592 7839

HANWELL  
Tel 579-5297

NORTHAMPTON  
Tel 0604-53012

PETERBOROUGH  
Tel 0733-231941

READING  
Tel 0734-585739

STAINES  
Tel 81-52515

AVONMOUTH  
Tel 02752-5551/2/3

CHATHAM  
Tel 0634-41621

COWES  
Tel 098 382 6511/2/3

EASTLEIGH  
Tel 0703 613127

IPSWICH  
Tel 0473-59059

NORWICH  
Tel 0603-49029

PORTSMOUTH  
Tel 0705-63563

SIDCUP  
Tel 302-6237

WALTHAM ABBEY  
Tel 9-715115

BARNHAM  
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CHRISTCHURCH  
Tel 02015-2071

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Tel 0502-65168

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Tel 0602 869 678/9

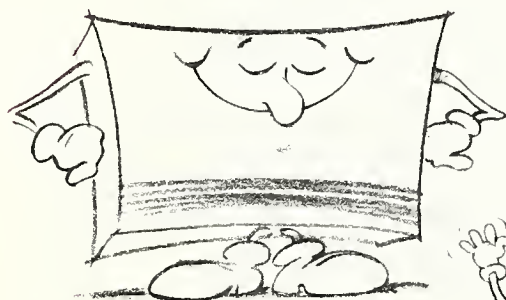
RAYNES PARK  
Tel 946-9111

SOUTHEND  
Tel 0702-526341/2

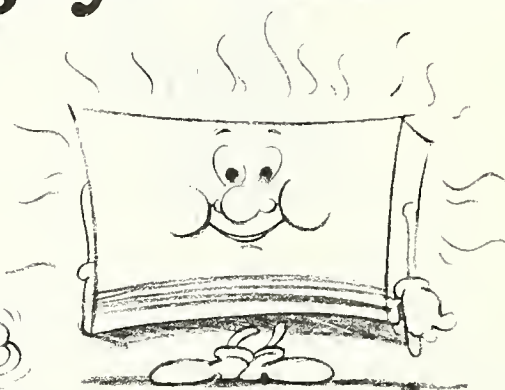
WATFORD  
Tel 92-43903



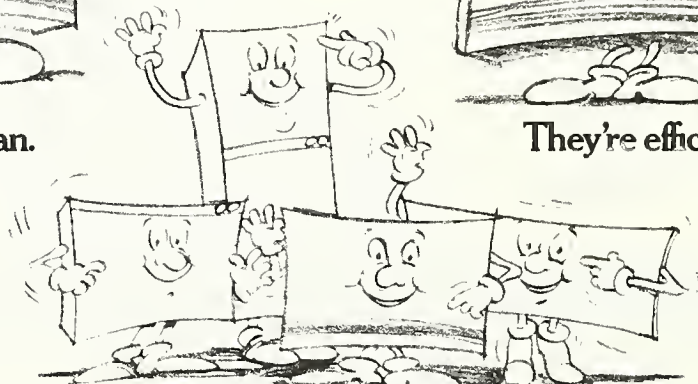
# You won't turn your nose up at our heating systems.



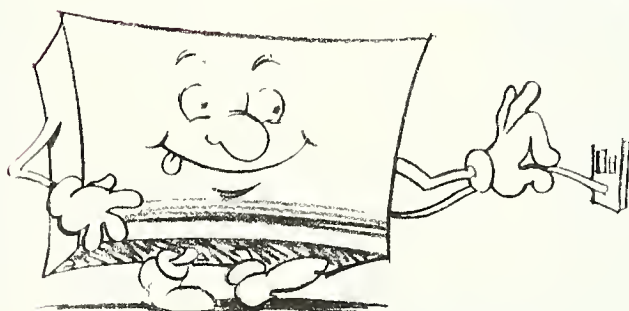
**They're clean.**



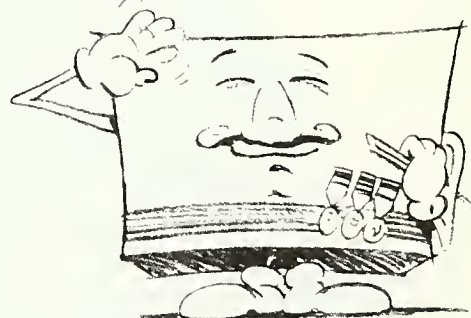
**They're efficient.**



**There's a large range to choose from.**



**They're easy to install.**



**They do not require routine maintenance.**

If you install electric heating for your business you'll find remarkably little to grumble about.

You won't have to run heavily into the red, because initial capital costs can be significantly lower than for any comparable heating system.

And with thermal insulation and the right tariff for the job, you can

keep your running costs down to a minimum.

To find out which system would best suit your needs, why not contact your Electricity Board office or shop or dial 100 and ask the operator for **Freefone 2284**. You'll be put in touch with one of our commercial heating specialists who'll give you all the information and advice you need.

**HEATELECTRIC**

The Electricity Council, England and Wales.





## Services

*Continued from p419*

take along cash flow forecasts or up to date profit and loss accounts?

Herbert Ferryman offer help to those pharmacists who ask for it. Bankers, lawyers and accountants have been brought together to serve pharmacy to the benefit of the community, the pharmacist, the wholesaler and the manufacturer. The services include advice on banking, overdrafts, cash flow management, property, security, VAT, shop-fitting and site assessment. Loans are available for young pharmacists and advice is offered to those considering retirement (see *C&D*, May 7, 1977, p624). The company has depots in Southampton, Aldershot and Portsmouth. *Herbert Ferryman Ltd, Galen House, Priory Road, Southampton.*

### E. H. Butler & Son

E. H. Butler & Son Ltd serve the Midlands and Home Counties from depots in Leicester and Northampton. Stock range includes "ethicals," proprietaries, toilet-

ries and sundries, and a range of galenicals and tablets manufactured by an associate company, Charnwood Pharmaceuticals Ltd. As a Numark wholesaler low-cost deliveries and promotions are provided. Through another associate company, Galen Finance Ltd, financial assistance and management services are offered to assist in the purchase of new businesses and the expansion of existing ones. *E. H. Butler & Son Ltd, 9 Brunswick Street, Leicester LE1 2LL.*

### Leicester Chemists

Leicester Chemists Cash and Collect offer 2,400 lines specialising in health and beauty aids and cosmetics. Christmas gift lines, mostly clearance, are stocked and include such brands as Yardley, Aramis, Helena Rubinstein, Coty, Dorothy Gray, Worth, Revlon, Houbigant and Lenthéric. *Leicester Chemists Cash and Collect, 2 Frog Island, Leicester.*

### M6 (T. Bryant & Son)

M6, based in Haydock, Lanes, claim to be the largest independent cash and carry in the UK. Stock range includes

toiletries, proprietary medicines and sundries. For registration purposes a VAT certificate, three recent invoices (not cash and carry) and personal identification need to be provided on the first visit. *M6 Cash and Carry (T. Bryant & Son) Ltd, Old Boston Trading Estate, Penny Lane, Haydock, St Helens, Lanes.*

### F. G. M. Cosmetics

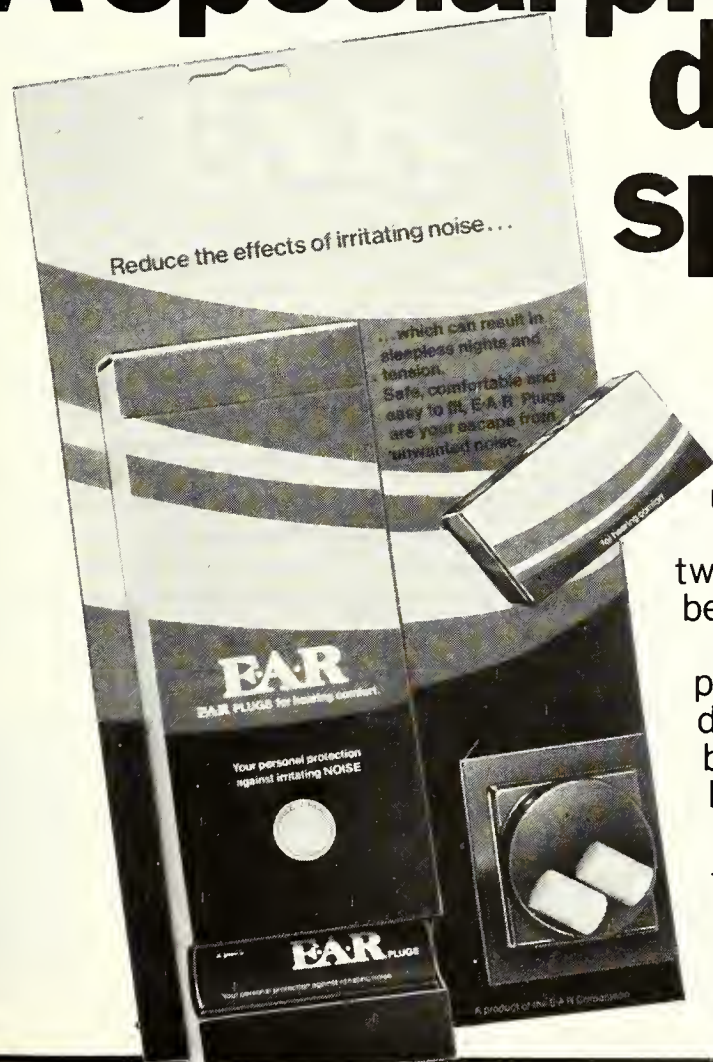
FGM are a cash and carry distributor in Manchester dealing in cosmetics and perfumes. A mail order service is offered. *FGM Cosmetics, 116 Cheetham Hill Road, Manchester 4.*

### Graham Tatford

Graham Tatford & Co Ltd was founded in Portsmouth in 1942 with the help and support of retail pharmacist friends. The philosophy is to deal with orders for small quantities of a wide range of products for extremely prompt delivery.

In 1953, G.T. acquired a competitor in Portsmouth, Jones & King Ltd. A depot was opened in the Isle of Wight that same year. In 1969, the company opened a depot in Farnham, Surrey. *Graham Tatford & Co Ltd, 136 Kingston Road, Portsmouth PO2 7PE.*

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and E.A.R Plugs are special. They're the simplest, most effective and easy-to-use earplugs yet devised. They're used by the million in industry.

Now they're to be offered to UK consumers through two powerful media. First in persuasive, informative ads in best-selling IPC women's magazines.

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Pharmagen Ltd. can tell you all about E.A.R Plugs — and about Pharmagen's attractive launch bonus terms. E.A.R Plugs are a product of the E.A.R Corporation and are distributed in the UK by Pharmagen Ltd. Chapel Street, Runcorn, Cheshire. Tel: 72816.

# E.A.R





# The sweet smell of success with a difference. No smell.



Up above on the left is the Neutrogena Soap you know. Our scented pure transparent skin care soap that helps to keep sensitive skin young and healthy, free of spots.

Up there on the right is the one you don't know. A soap for perfume sensitive skin. Our new *unscented* Neutrogena skin care soap. Pure as pure can be.

Both are now part of a key promotion designed to inform and educate women and professional people alike, and to stimulate the biggest sales ever, the biggest profit ever for you. Here's how.

**Consumer Advertising** A fresh new campaign starting September. Advertisements in major women's magazines, explaining the extra care that women with sensitive

skin need to take, and how Neutrogena can help.

**New Pack Designs** Bright, colourful, see-at-a-glance packs, designed to gain optimum recognition.

**Professional Programme** A special information programme directed at doctors and dermatologists, and including promotional advertising in leading professional journals.

**Bigger Retail Profit** Neutrogena Soap now retails at a recommended price of 55p per 100 gramme bar — offering a full 33⅓% mark-up to you.

Plus pure mild Neutrogena Shampoo — as vital to healthy hair as our soap is to healthy skin. Full details on request.



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## FUTURE PROSPECTS

The use of wholesalers and cash-and-carry outlets by independent pharmacies has been growing steadily over the past five years. According to the A. C. Nielsen research company, indirect buying of 12 OTC product classes has increased from 68 per cent in 1973 to 80 per cent in 1977, with a corresponding decrease in direct buying. Nielsen attribute the growth to the expansion of symbol groups.

But is that the complete case? The most profitable part of wholesaling is in "ethicals" because of the fixed margins from manufacturers (usually 15 per cent). Reports show that some wholesalers are demanding a level of "ethicals" buying in order to continue the supply of OTCs (low cost distribution or otherwise). Equally it is known that official and unofficial discounts are offered by some wholesalers based on total customer spending. It is therefore obvious that to obtain the best discounts on "ethicals" (often in excess of manufacturers' parcel discounts) retailers have to deal with a particular wholesaler as much as possible. Unfortunately in an effort to gain more and more customer commitment some wholesalers seem bent on breaking the resale price maintenance agreement which is normally part of a manufacturer's terms of sale—whether they break the "spirit" or the "letter" of the agreements is a moot point.

This can only lead to reduced services by wholesalers in order to finance the overt discounts—staff and delivery service and stock holding are probably among the highest expenses involved in wholesaling.

### Nudge and wink!

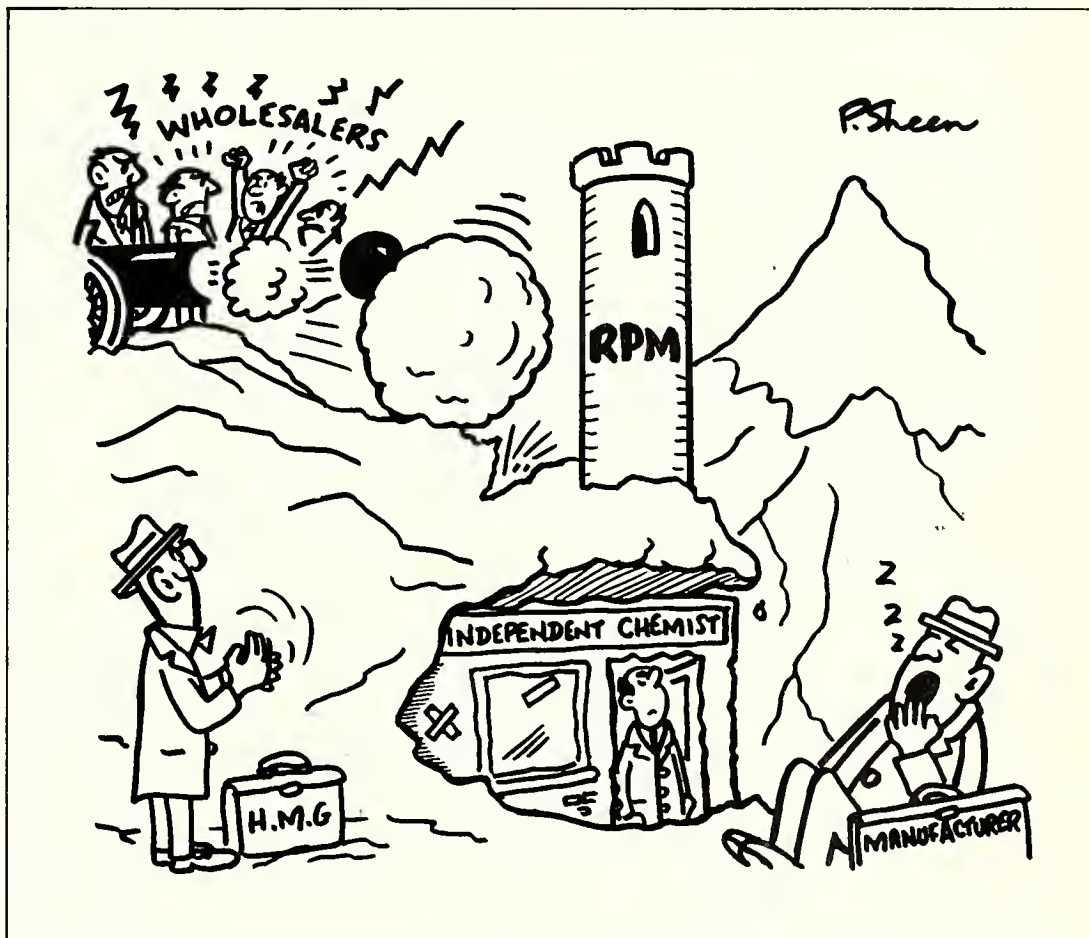
It is somewhat difficult to compile a complete review of services in an industry that is coming to depend on the "nudge and wink" principle being applied to official agreements. Some wholesalers are reluctant to provide information, others declined entirely. But one outstanding fact must not be overlooked—the government has a responsibility to taxpayers and would be seeking to ensure that prices it reimburses are those actually paid.

In view of the importance attached to gaining exemption of "ethicals" the NPU (now NPA) set up a fighting fund of £10,000 to which retail pharmacists contributed; many pharmacists and organisations devoted much time and effort to provide evidence—we will reiterate some points made by the Restrictive Practices Court ruling on June 5, 1970. At the time *C&D* hailed the exemption as "A vital victory".

Commenting on the evidence before

the Court, the president, Mr Justice Buckley, said the exceptional character and circumstances of pharmacy rendered it particularly immune from some of the ordinary effects of economic pressures and processes. Many retail outlets were only marginally profitable and vulnerable to a change in economic position. With the abolition of RPM a large number of small independents was

in the past an efficient service assured wholesalers of an acceptable share of the available business. However, over the past few years, price has tended to sway the market away from the service orientation. Retailers would need to share their business among fewer wholesalers than at present to ensure continuation of the range and frequency of service enjoyed for such a long time. He



likely to disappear without replacement.

If RPM were withdrawn from "ethicals", he went on, active price competition would rapidly develop at wholesale level. Short range distributors would emerge and make a quick and substantial profit concentrating on fast moving lines. Most distributors would be reluctant to follow but in view of the immediate loss of profitability they must inevitably do so or go out of business. Within two or three years few long range distributors would remain—in particular the number and promptness of deliveries would be reduced. In consequence there would be a substantial reduction in the ability of retail chemists to dispense prescriptions from stock while the consumer waits. Remember those are some of the conclusions of the Court in deciding that RPM should not be abolished.

Perhaps some hope for the future may be gleaned from the observations of Mr D. W. O. Wright, managing director of Macarthy's Ltd. He says that

continues "Let us hope, however, that there will be enough wholesalers around who will not forget that they have professional responsibilities as do their colleagues in general practice, to ensure that the patient gets his medicine when he needs it." Clearly all wholesalers and retailers need to pay more than lip service to the spirit of the long term commitment to pharmacy—and ultimately service to the public.

Manufacturers wholesalers and retail pharmacists put a great deal of money and effort into presenting facts to the Restrictive Practices Court—the only RPM case to be fought to a conclusion and won. But there remain those theorists to whom this exception to the resale prices rule is a thorn in the flesh they would love to see abolished. Yet nothing has changed since 1970: the case is just as valid, the threat to the public interest just as great. RPM on medicines can be lost only through default, and the damage its demise would cause would be self-inflicted.



# LETTERS

## Wholesaler discounts

Continued from p391

is clear. They must secure a system of remuneration which recognises the service they offer, irrespective of the cost of the materials. They will not get this under the present contract. In the meantime they should take advantage of any terms they can get from the wholesalers, whilst the wholesalers, in turn, must press the manufacturers for better terms to compensate themselves in order to maintain their level of service.

The simple fact is that we all swim or sink together—from the Minister of Health down to the retail pharmacist. The sooner we realise this, the better.

E. D. Hurt  
Southam

## Dangers of the 'pill'

I am a layman whose only qualifications in writing to you are that my father spent his working life as a male nurse in the mental homes at Epsom, Surrey, and that my wife died suddenly six months ago of a massive heart attack, aged 43, after 20 years' married life, as a result of the contraceptive "pill" (as stated on her death certificate).

This qualification of death from the "pill" has been denied to most of its victims. My contention is that, irrespective of protestations as to the dangers and the small number of victims put across by the Government and the medical profession, my wife's death was the tip of a horrific iceberg.

The clinics set up by the Government and the doctors therein are the agents of the Department of Health so it follows that the Government is guilty of negligence. However, attempts to allow pharmacies to sell oral contra-

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Nil 100  
Serious  
Nil 100  
Acid +  
Nil 100  
Dilution  
Nil 50.*

Another "poser"—solution below

ceptives over the counter will put the chemist in the forefront of any actions taken under various legislation which, if I am correct, will shift the burden of Government negligence to your subscribers. Although we are a little late in bringing this disaster to light in England, women in Denmark are so horrified by the death and destruction caused by the "pill" that they are taking action against their Government.

I therefore warn your subscribers that, should pharmacists unwittingly accept this innocuous-seeming olive branch, they could become embroiled in cases of negligence not of their own making if they sell oral contraceptives over their counters.

P. A. Macrow  
Swanage, Dorset

## Paddi Cosifits

May I be allowed a little of your space to draw the attention of retail pharmacists to the current situation regarding new Paddi Cosifits.

This product is the first competitor to Curity Snugglers which have not been available for some time. Cosifits are being test-marketed by Robinsons of Chesterfield in the Tyne-Tees television area, and yet here in Oxford the shelves in the local Boots are stacked high with the product.

Robinsons bluntly refuse to supply us with the product until it has "gone national". Never mind the fact that with Boots distributing it in this way it is probably national already. Meanwhile, the rest of us scratch around after Curity Snugglers.

A. D. Walter  
Superintendent pharmacist  
Oxford Drug Co Ltd, Oxford

Robinsons of Chesterfield say that their policy for Boots is the same as for other chemists, with supplies limited to the test areas. However, some stock has reached other branches via Boots' warehouses and the system is to be tightened up. Robinsons have insufficient production to extend distribution beyond the test areas at present.

The doctor, when contacted by our Dartford subscriber, was "almost sure" she had prescribed Apisate as the third item

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A girl  
and do  
dars and  
to fish-  
al was still  
she had two  
offe.  
dollars on the  
arter of her own  
rent back towards  
nient with herself  
A morning's walk  
for just 25 cents  
ie she was up to East  
she had considered  
a bathtub (how would  
d the stairs), a television  
p the stairs), a television  
probably doesn't work  
huge alarm clock (it would  
ake me up).  
wever, in a garbage can on  
200 block of East 79th Street,  
found a small green milking  
ool. That she liked, so she  
ucked it under her arm, and went  
home  
On her way up the steps, she



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Look at him now. Isn't he beautiful?  
Yet five minutes ago I could have quite happily  
throttled him. Why oh why does teething pain  
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Thank goodness the chemist recommended  
Dentinox. It's the only one specially formulated  
for babies apparently. Anyway, it certainly works  
a treat. All it took was a gentle rub on the trouble  
spot, a quick cuddle and he was away again as soon  
as he hit the pillow. Thanks a lot Dentinox. From  
now on it'll be a good night for me . . .



# ...and it's a good night from him'



You'll be doing a real kindness by recommending Dentinox. Dendron Ltd., 94 Rickmansworth Rd., Watford, Herts. Tel (0923) 29251



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Each product has received the approval of the American F.D.A. and is especially formulated to ensure unsurpassed efficiency and safety.

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Further information available from Burton Parsons Chemicals (UK) Ltd., Unit No. 4, Rich Industrial Estate, Crimscott Street, London SE1. Tel: 01-231 2794.

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# COMPANY NEWS

## Irish Pharmaceuticals widen distribution

Total sales for Irish Pharmaceuticals Ltd in the first half of 1978 amounted to £480,435 compared with £459,491 in the first half of 1977, it was announced in their interim report. They had a trading profit of £469 compared with £2,941, the decrease due to exceptional costs related to the acquisition of new agencies.

The board of Irish Pharmaceuticals Ltd announced in the report that the company has been appointed exclusive distributor for Tudor Rose photographic in 32 counties; Salvelox plasters in 32 counties; G & F Dietary in 32 counties; Taylor 24 soft drinks (32) Evyan perfumes (32); SOS Talisman (26); and Sweet 'n Low (26). While the addition of new agencies, together with possible expansions, are expected to bring considerable benefits, the benefits in the current year will not restore the company to profitability in 1978.

## Dixons sell their Dutch subsidiary

Dixons Photographic have sold their Dutch subsidiary—which ran 64 shops in Holland—to Vroom and Dreesmann Nederland, Holland's largest retail chain. V and D are to pay £2.63m for the Dutch

business. Mr Stanley Kalms, Dixon's chairman, says the sale would release some £5½ million which would be used as working capital for the group.

Profits from the Dutch company fell from £348,000 in 1977 to £225,000 and a further fall was expected.

## Fecher change name to Avoca

M. J. Fecher Ltd, the Oxford based company who have been manufacturing pharmaceutical and sundries products for 80 years, are changing their trading name to Avoca Pharmaceutical Products Ltd. The company is still owned and run by a member of the Fecher family—Mr Anthony Fecher, but it was felt that a closer identity between them and the new Avoca range of products was desirable. The company has also moved to a larger factory at Clanfield Mill, Little Clanfield, Oxon OX8 2RQ.

## Revertex pre-tax profits up 15 pc

Pre-tax profits of Revertex Chemicals Ltd, for the half year to June 30, 1978 increased by 15 per cent to £1,812,000 compared with the first half of 1977.

Turnover of £31,730,000 was six per cent higher, but because of increases in minority interests, and losses from the move of the acoustics operations to a new factory, coupled with a setback in

demand for acoustics products, the net profit attributable to group shareholders amounted to £571,000, some 15 per cent down on the first half of 1977. An unchanged interim dividend of 1.17p per share is being paid.

Chairman Sir Campbell Adamson says the outlook for the remainder of the year looks somewhat more promising, although with the profit growth centering on subsidiaries with minority interests the attributable profits are unlikely to show an advance.

## Briefly

**Kingswood Chemists** have bought the business of J. E. Baldock, 7 High Street, Borough Green, Sevenoaks, Kent (telephone: 0732 884218).

## APPOINTMENTS

**Cyanamid (GB) Ltd:** Mr R. J. Hall has been appointed managing director, succeeding Mr R. H. Henel who has been appointed vice-president, medical, for the Americas, Far East division of the American Cyanamid company.

**Procter & Gamble Ltd:** Mr J. B. Byas has been appointed sales director and Mr I. O'Connell as director, product development. They succeed Mr R. W. Franchi and Mr D. A. De La Hunt respectively, both of whom are taking up assignments with the company in the United States.

# ORALCER

## IMPORTANT NOTICE

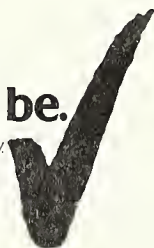
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as it conforms to the requirements of the Medicines Act (Pt. III).  
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**J. Collis Browne's—  
the name known for  
over 120 years.**

**In 28ml & 100ml sizes  
—from your wholesaler.**



# MARKET NEWS

## Cocaine shortage

London, September 6: The makers of cocaine and its salts have withdrawn their quotations because of a shortage of raw material. At the time of going to press the makers were unable to predict when the shortage, which is said to be on a world-wide scale, would be overcome.

Another pharmaceutical chemical, sulphathiazole, is also scarce and spot prices for imported material are around £6.50 kg compared with about £3.50 two months ago. In consequence sulphadimidine has been marked up to £7.42 kg from £5.20. Also dearer are hydrogen peroxide, sodium perborate and sodium percarbonate. Because of a fall in the price of bismuth metal the schedule for bismuth salts has been adjusted downwards as from September 4.

Business in essential oils has remained patchy since the holidays and price movements are chiefly the result of fluctuations in the value of the US dollar. An exception is the mint oils from the US, quotations for which are substantially lower. One of the best crops in years is now being harvested and the oil yield is expected to be equally good. Brazil peppermint oil and menthol are easier. Clove bud

is up by £2 kg while Sicilian lemon and West Indian lime are also firmer.

Among spices Cochin ginger and Sarawak pepper continue to ease for shipment.

## Pharmaceutical chemicals

**Acetic acid:** 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50; 80 per cent grade, pure £240.50; technical £224.50.  
**Benzoic acid:** BP in 500-kg lots, £0.7426 kg.  
**Bismuth salts:** £ per kg.

	50-kg	250-kg
carbonate	8.98	8.93
salicylate	8.14	—
subgallate	9.24	—
subnitrate	7.66	7.59

**Citric acid:** BP per metric ton single deliveries, granular hydrous £739; anhydrous £794; five-ton contracts £735 and £790 respectively, Crystalline £171.17 and £170.17 respectively.

**Cocaine:** Prices withdrawn by manufacturers.

**Hydrogen peroxide:** 35 per cent £232 metric ton.

**Oxalic acid:** Recrystallised £1.31 kg for 50-kg lots.

**Potassium acetate:** BPC £0.95 kg (50-kg lots).

**Potassium ammonium tartrate:** £1.47 kg in 50-kg lots.

**Potassium bitartrate:** £730 per metric ton.

**Potassium citrate:** Granular £879 per metric ton, powder £894.

**Potassium diphosphate:** BPC 1949 in 50-kg lots, granular £1.9017 kg; powder £1.6744.

**Potassium hydroxide:** Pellets BP 1963 in 50-kg lots £1.379 kg; sticks not offered; technical flakes £0.4577.

**Potassium nitrate:** BP £0.94 kg for 50-kg drums.

**Potassium phosphate:** monobasic BPC 1949, £1.19 kg in 50-kg lots.

**Potassium sodium tartrate:** £797 per metric ton.

**Sodium perborate:** (per 1,000 kg) monohydrate £497; tetrahydrate £294.

**Sodium percarbonate:** £390, per metric ton.

**Sulphadimidine:** 50-kg lots £7.42 kg.

## Crude drugs

**Aloes:** Cape £965 ton spot; £910, cif. Curacao £2,210, cif.

**Balsams:** (kg) **Canada:** firmer at £13.25 spot; £13.15, cif. **Copaiba:** £2.50 spot; no cif. **Peru:** £8.35, spot £8.30, cif. **Tolu:** £5.40 spot.

**Cascara:** £965 metric ton spot; £920, cif.

**Cloves:** Madagascar-Zanzibar £4,300 metric ton, spot; £3,850 cif.

**Dandelion:** Spot £1,650 metric ton spot; £1,600 cif.

**Gentian:** Root £1,640 metric ton spot; £1,620 cif.

**Ginger:** Cochin £1,000 metric ton, spot; £885, cif.

**Henbane:** Niger £1,640 metric ton spot; £1,620, cif.

**Ipecacuanha:** (kg) Costa Rica £8.65 spot; £8.55, cif.

**Kola nuts:** £590 metric ton spot; £520, cif.

**Lemon peel:** Unextracted, £1,240 metric ton spot; shipment £1,220, cif.

**Menthol:** (kg) Brazilian £8.80 spot; £8.40, cif.

**Chinese** £7.75 duty paid; £7, cif.

**Pepper:** (metric ton) Sarawak black £910 spot, \$1,575 cif; white £1,650 spot; \$2,575, cif.

**Sarsaparilla:** Jamaican £1.97 kg spot; £1.95, cif; Mexican £1.60 spot, £1.55, cif.

**Seeds:** (metric ton). **Anise:** China star £760, cif; forward. **Celery:** Indian £460 cif. **Coriander:** Moroccan £210. **Cumin:** Turkish £850; Iranian £950. **Dill:** Chinese nominal. **Fennel:** Chinese £240. **Fenugreek:** Moroccan £235.

**Turmeric:** (metric ton) Indian powder £930 metric ton, cif.

**Witchhazel leaves:** £2.90 kg spot; no cif.

## Essential oils

**Camphor white:** £0.95 kg spot; £0.80, cif.

**Cardamom:** English-distilled £270 kg.

**Citronella:** Ceylon £1.50 kg spot; £1.42, cif; Chinese £2.30 spot; £2.20, cif.

**Clove:** Indonesian leaf, to £2.50 kg spot; and cif; English-distilled £40.

**Eucalyptus:** Chinese £2 kg spot; £1.73, cif.

**Geranium:** Bourbon £47 kg spot; £46.25, cif.

**Ginger:** no cif. Imported up to £75 kg spot. English-distilled £120.

**Lemon:** Sicilian best grades from £16 kg.

**Lemongrass:** Cochin £5.25 kg spot; £4.65, cif.

**Orange:** Florida £0.60 kg spot; £0.56, cif. Brazilian £0.47 cif, spot.

**Patchouli:** Indonesian £9.80 kg, cif.

**Peppermint:** (kg) Arvensis—Brazilian £5.30 spot, £5.15 cif. Chinese £4.25, spot and cif. Piperata American about £16 cif.

**Sandalwood:** Mysore £87.50 kg, East Indian £73.

**Spearmint:** (kg) American new crop £10, cif. Chinese £12.25 spot; £11, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## COMING EVENTS

### Tuesday, September 12

Galen Group, Croydon District, Friends' Meeting House, Park Lane, Croydon, at 8 pm.

Mrs Joy Ellery (Milk Marketing Board) on 'Cheese'—with samples.

### Advance information

Medica '78, International Diagnostics, Therapeutics and Laboratory Technology Congress and Exhibition, November 22-25, Dusseldorf.

## Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

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**AGENTS** visiting chemists, drugstores and supermarkets to carry one or two additional lines. Please telephone 01-764 9304 (evenings).

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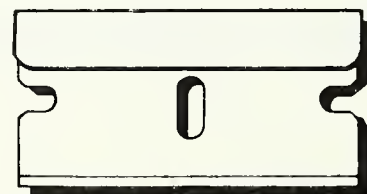
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- \* Our products are: MIGRALEVE, MU·CRON Tablets, MU·CRON Liquid, DO·DO, CRAMPEX, RESPATON.



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